PORTRAIT OF A PUBLISHER

AND

THE FIRST HUNDRED YEARS OF THE HOUSE OF APPLETON

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PORTRAIT OF A PUBLISHER

By GRANT OVERTON

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AND

THE FIRST HUNDRED YEARS
OF THE HOUSE OF APPLETON
1825-1925

Published in Commemoration of the One Hundredth Anniversary of D. Appleton and Company

D. APPLETON AND COMPANY
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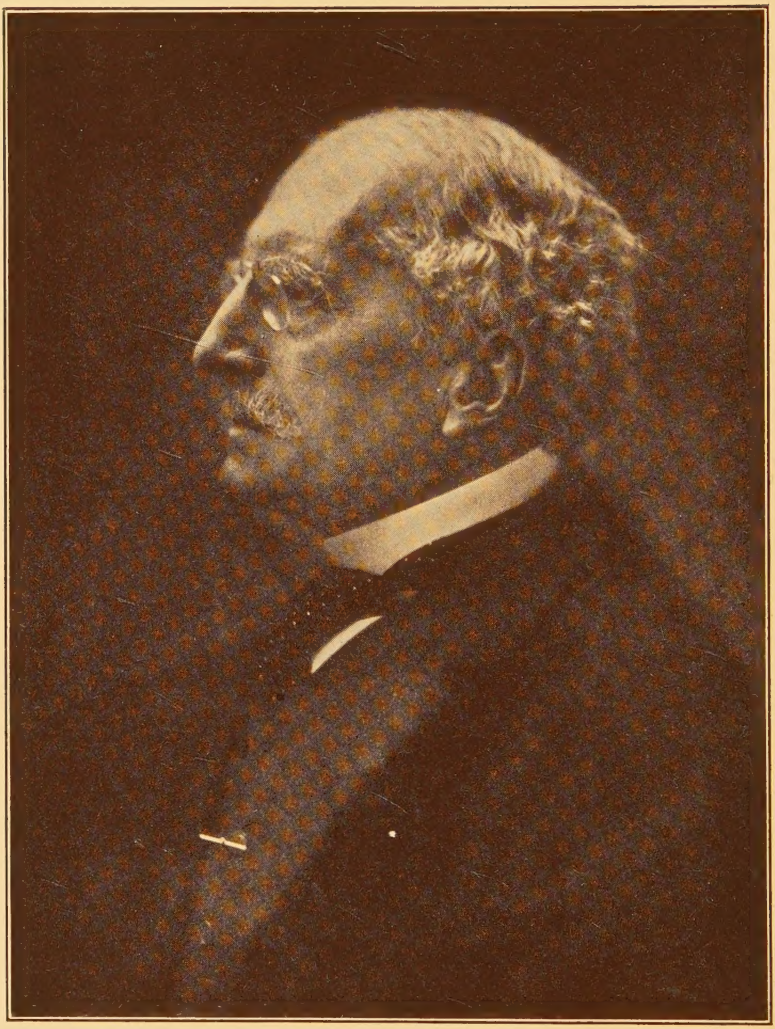


William Worthen Appleton

PORTRAIT OF A PUBLISHER

PORTRAIT OF A PUBLISHER

I

The subject of this sketch is Mr. William Worthen Appleton, the third generation of a famous American publishing house, but the circumstances compel me to try for something more. And this for the reason that Mr. Appleton lived to see a typical American transformation. When he was admitted to his father's and grandfather's firm, in 1868, book publishing, like most American businesses, was a success of personal initiative and private enterprise. When he died, fifty-five years later, although individual energy and ability were as valuable as ever, something large and impersonal had arisen that no individual could absolutely control. He understood that, with the wisdom of all those great hearts who know that nothing is created alone and who desire only that the thing created shall be greater than they and more durable than the days of a man.

With his tall, white-haired distinction, his gentleness and his fineness, "Mr. Willie," as he was called in respect and affection, may stand very well for almost the last of the old-time publishers. These men were perhaps a handful, like the great editors who were their strict contemporaries—Dana, Raymond, Godkin, Henry Watterson. They performed a very similar service and they were alike in their position in the back-

224173

ground of our national life. Yet even as statesmen and presidents turned to the Danas and the Godkins for guidance, so those other leaders of mankind, the great scientists, historians, and educators of every sort rested their anxieties and hopes upon the great publisher—often with a confidence truly childlike, seldom to their disappointment.

W. W. Appleton had designed to write his memoirs under some such title as "A Century of Publishing," but his modesty, with its frequent postponements, was fatal to the enterprise. It is the only black mark against him that he was thus himself personally responsible for the loss to us of what would certainly have been one of the most interesting works on the list of his house.

An Anglo-Saxon word meaning "orchard" was assumed as a surname by an English family of Norman descent as early as 1216, and one William de Appleton, of Suffolk, dying in 1326, was a man of property. Direct descent can be traced unbrokenly from John Appulton of Waldingfield Magna, who died in 1414. One Samuel Appleton, the eighth generation, came to Ipswich, Massachusetts, in 1635. The fifth generation born in America, Daniel Appleton, of Haverhill, Massachusetts, is a gentleman wearing a blue coat with bright buttons, a light buff vest and blue trousers or pantaloons —a suit like Daniel Webster's—selected from the excellent stock of his own drygoods store in Haverhill. It has been told how he removed to Boston to enter the wholesale drygoods business and how, in 1825, he removed once more to New York, where a book department was installed with his young son, William H.

Appleton, in charge. Six years later the production of "Crumbs from the Master's Table," a tiny book of Biblical selections, began a publishing business under the imprint "D. Appleton." On the entrance of William Henry Appleton as a member of the firm, in 1838, the imprint became "D. Appleton & Company," and has since so remained.

William Worthen Appleton, eldest son of William Henry Appleton and Mary Worthen, was born November 29, 1845. He was educated at private schools in New York and prepared for Harvard, but was prevented by ill health from entering college. His first business experience was gained in 1865, when he made a journey in the South, representing his father's firm in the collection of accounts. He was twenty, eager for adventure, and he found it.

II

The thirty-odd years' publishing history of the house had already accumulated its share of picturesque incidents. William Henry Appleton had made his first trip abroad in the 1830's, meeting Byron, Thackeray, Tom Moore and others, and snapping up a thousand copies of "The Book of Beauty," expensive and successful. Webster's Spelling Book, with its blue covers, had sold huge editions and was shortly to sell over 1,000,000 copies a year. Most of the large piers on which the reputation of D. Appleton & Company stands so solidly to-day had been established—medical books, educational books, books in Spanish. Because of undertaking Spanish books in the 1840's, the house had

found itself obliged to do a general export business to South America, with such amusing incidents as the order for an ornate hearse and the remittance of the plumage of rare birds to liquidate an outstanding bill.

The publication of the New American Cyclopedia, edited by Charles A. Dana and begun in 1857, had been completed in 1863 and the sale of sets was in the tens of thousands.

William W. Appleton's adventure was to be of another sort.

The novels of Madame Louisa Mühlbach had apparently been offered some time previously to most of the leading American publishers, although not to D. Appleton & Company, and had been declined. But while getting about as best he could in the South in 1865, Mr. Appleton came upon a copy of "Joseph II and His Court," translated by a resident of Mobile, printed on wretched straw paper, and bound in thick covers of highly colored wall paper—the only stiff paper to be had for the purpose. He wrote home recommending publication in the North. The book was a great success, and so was the whole series of Mühlbach novels which were then brought out. The ultimate sales ran into the millions of copies. The twenty-year-old could not have done so well if he had discovered a gold mine.

It was the first signal manifestation of that genius for publishing which was to characterize him throughout his life. There is no accounting for this flair, bent or instinct. Certainly it is not transmitted by heredity and its possession by W. W. Appleton is therefore the more remarkable. It cannot, in its true brilliance, be

acquired. The next year was to show a still more remarkable demonstration of his gift.

He was twenty-one, and went to England with an uncle on a purchasing trip. He became greatly interested in a new book for children called "Alice in Wonderland." He purchased a quantity of the English sheets for binding and publication in America. It was felt that he had made a bad buy; indeed, for some months the book lay in the Appleton stock room in practically untouched piles, while Mr. Appleton submitted to a good deal of jesting at his expense. But the next year, and the years thereafter—! This Appleton first edition of Lewis Carroll's masterpiece is now of great rarity, its value enhanced by the fact that it is from the English sheets. If you have one it is worth considerable, I fancy.

Instances of Mr. Appleton's right instinct are numerous, but I will cite only two more, from later years—the most famous, I think. One is his discovery of Joel Chandler Harris through reading an Uncle Remus story which had appeared in the Atlanta *Constitution* and had been copied by the New York *Evening Post.* The other requires to be told in its setting.

A Canadian professor of medicine at McGill University had, some time before, been brought to Philadelphia to fill the chair of clinical medicine at the University of Pennsylvania. As a teacher this man was attracting very wide and favorable attention. It was evident to Mr. William W. Appleton that he would soon be compelled to write. And when he wrote, his book was likely to be one of importance.

The editor in charge of medical publications for D. Appleton & Company was on the alert. A series of letters and personal calls began; the professor in Philadelphia was very thoroughly appraised of the fact that a book was desired from him. Preoccupied with the day's work, he paid little attention. He was very busy; he would have to defer writing. His name was William Osler.

It is no exaggeration to say that the medical editor pursued Dr. Osler; from Dr. Osler's standpoint, it probably lost the semblance of pursuit and took on the guise of an amiable persecution. Still nothing was accomplished. And, after all, editors are human; their energy is finite. Dr. Osler, the patient, so to speak, was practically given up by the editor.

About this time Mr. William W. Appleton inquired, not for the first time, as to the imminence of a book by Dr. Osler.

The history of the case was presented with eloquence, with pathos, and with the suggestion of other emotions.

But Mr. Appleton had a point of view. It was strictly professional, like a physician's. One does not give up visiting the patient because he is sinking or because it appears hopeless. One continues until he either dies or engages another doctor.

Similarly, Mr. Appleton urged, a publisher is not defeated until his man dies with a book unwritten or writes the book and gives it to another publisher.

The case was resumed.

And at last the thing happened. Dr. William Osler wrote the book and gave it to D. Appleton & Company

to publish. It was called "The Principles and Practice of Medicine."

It was published in 1892. In the thirty-two years since it has sold in excess of 300,000 copies.

I do not know whether or not it is the most important medical book published in America, but any challenger for the title must fight stiffly. The book is a bible of the medical profession.

"His great textbook," said the London *Times* editorially, at the time of the death of Sir William Osler, Baronet, in 1919, "has become one of the foundation stones of our knowledge. Nothing quite like it has ever been accomplished before. Nothing quite like it can be achieved again."

Seven years after the publication of "The Principles and Practice of Medicine," a great bequest by Johns Hopkins, a banker of Baltimore, founded the famous university and the equally famous hospital which bear his name. The two were to be closely tied and on Dr. Osler fell the new, delicate and enormously important task of articulating the work of the two institutions. His success is historic. Afterward he went to Oxford University to become Regius Professor of Medicine.

III

The genius for publishing is a jewel with many facets. It is not enough to be able to discover a great author or a great work. One must be able to discover and supply a popular appetite. The Appleton house has done this on more than one memorable occasion. Those of you who may read this and who are of my own age or older,

can remember the extreme vogue of books, often almost wholly pictorial works, published in small sections, monthly, to be afterwards combined and kept in portfolios or bound as the owner might wish. I believe that W. W. Appleton supervised the first of these enterprises, conducted on a scale overwhelming in those days and not small in these. This was the work called "Picturesque America," edited by William Cullen Bryant. Issued in twenty parts, and afterward in two bound volumes, the work contained hundreds of woodcuts and steel engravings by the foremost artisans of the day, and represented an outlay of $250,000. It was so successful that Bayard Taylor was got to edit "Picturesque Europe" and Henry Codman Potter, afterward Bishop Potter, of New York, prepared a third production called "Picturesque Palestine." Of these, 6,000,000 parts, or 600,000 volumes, were sold. W. W. Appleton supervised the publication of these anxious ventures and directed an expedition to secure the material for "Picturesque Palestine."

These were great undertakings, but they were only a part of the activity to which he committed himself. He inaugurated and developed the inexpensive editions of Appleton's Town and Country Library (50 cents in paper; $1.00 in cloth) which were so popular in the period of 1880-1900. The early work of such novelists as Joseph Conrad, W. J. Locke, J. C. Snaith, Robert Hichens, Leonard Merrick, E. F. Benson, Gilbert Parker, Joseph A. Altsheler, Molly Elliott Seawell and Mary Cholmondeley appeared in this library.

Throughout his lifetime Mr. Appleton was the princi-

pal developer of the famous Appleton line of college textbooks. Twice a year he visited most of the leading colleges of the country and he was a personal friend of great teachers and noted educators in all parts of America. It would, for example, be ridiculous to write of W. W. Appleton without speaking of his long and enduring friendship with the late G. Stanley Hall. Mr. Appleton's great service was to act as the stern but generous critic of Dr. Hall's work. The psychologist and educator, when he came to write, was incurably pedantic. He had constantly to be remonstrated with, curbed, and compelled or persuaded to simplify; and it is almost solely due to his publishers, and particularly to W. W. Appleton, I am persuaded, that Dr. Hall has any general reputation at all. But Mr. Appleton had the wit to see that here was a mind as subtle and a talent as shining as William James', although bent in a different direction. James had the one indispensable thing that Hall lacked, the gift of popular expression. It is even possible that the native endowment of Hall was greater—he had and kept more zest, his views, with their interest in genetics or beginnings, were broader than James's. Perhaps we owe it to Mr. Appleton that he became a force in American education and American thinking and not simply a force among the specialists in research.

No part of a publisher's work is more difficult than his relations with his authors. In Mr. Appleton's day, these relations were inevitably to a large extent personal. The business transformation of which I spoke at the beginning of this sketch has to a great extent

depersonalized the dealings of author and publisher. An author may now, if he chooses, have the same purely business dealings with his publisher that he has with the shop where he buys his clothes. But where the author wishes something more intimate, his wish must be met. It is, of course, an affair of temperament, and the fact that it is one in which the publisher cannot be the chooser does not lessen its difficulties from his side.

I do not really believe, as the result of some observation, that the problem of mixed business and personal relations between author and publisher is any more troublesome than the same mixture elsewhere; but as the perils of mixing business and friendship are proverbial, the publisher cannot find much help in the fact. I have said that he may not choose these contacts; I might add that he must not shrink from them. He may have his reserves but he will do well to avoid even the milder hypocrisies. And if there was in his lifetime—or now—a man who more finely understood and practiced these principles than Mr. Appleton, I do not know who he is. For example:

He was a warm personal friend of Herbert Spencer, Thomas H. Huxley, and other great scientists and great men of his time. There is not space here to traverse, or even to name, all these friendships, but perhaps that with Herbert Spencer was reasonably typical. I should like to be able to present in full a series of Spencer's letters to Mr. Appleton; a digest must suffice. They are at intervals from August, 1891, to May, 1901, and I shall resume them chronologically. But first a word about Spencer.

The inventor, so to speak, of the Unknowable was an only child who spent most of his life in a boarding house in a wretched and steadily losing struggle with ill health—which, however, one may suspect to have been originally self-inflicted. At any rate, as young as twenty Spencer was writing apprehensively to his father about his condition. By the time he was thirty-six he had achieved a complete nervous breakdown. That was in 1855. Thereafter he suffered horribly from insomnia and either could, or believed that he could, work only for tiny periods without suffering nervous exhaustion. "Many days he could only dictate ten minutes at a time and then only three or four times a day; some days he could not work at all." He tried rowing and walking and tennis, stopping in midplay to dictate for ten minutes, then resuming his exercise. His brow was smooth and unwrinkled. You may find in his "Autobiography" the verbose and fairly conceited explanation he gave to George Eliot—that he never puzzled, but let his intellectual problems germinate their own spontaneous conclusions.

Spencer, therefore, was ruined before W. W. Appleton ever knew him. He had had the grand climax of the nervous breakdown; he lived only to suffer, to write his great books and to find a publisher when possible.

The first letter before me is a long one concerned with the copyrighting of literary work in the United States and is pertinent only because Spencer mentions the sale of one of his books in America as 162,000 copies, very casually, and without any sign of ap-

preciation or of gratitude. A year later he is writing in a very typical vein:

" . . . I happened to take up the American edition of the 'Ethics,' . . . and forthwith discovered an error of a serious kind, showing alike an unintelligent compositor and a careless, or unintelligent reader, and which is provoking because it compromises me. On p. 507, seven lines from the end of the last paragraph, come the words 'and is affected at great cost to the second.' Immediately I saw this I suspected that it was the doing of your people, and found on referring to the English edition that there it was right—'and is effected at great cost to the second.' The American version makes nonsense of the meaning but unfortunately it is a kind of nonsense which may be taken by some readers to imply ignorance of the difference of meaning between 'affected' and 'effected.' I hope there are not many such mistakes. It is clearly requisite that a sharp and critical reader should in all cases be employed.

"I suppose your dull season is not yet over, and that the new volume is not moving off much. What has been the reception of it by the press? If there are any notices of interest you might send them over. . . .

"I have just got back from my summer residence in the country in moderate condition, not having profited so much this year as I usually do.

"P. S. Of course you will see that the error I have named is corrected as soon as may be. It would be a very convenient custom to establish that those to

whom an author sends *gratis* copies of his work should be at the trouble of subsequently sending to the publisher notices of any typographical errors they have observed in reading."

Such a custom would certainly cause authors' gift copies to be more widely shunned than at present.

That any reader of Herbert Spencer should think it doubtful that Spencer didn't know the difference of meaning between "affected" and "effected" is bosh. Mr. Appleton wisely did not make this obvious reply. He seems to have done his best, in the face of a sense of humor, to answer sympathetically. But two months later Spencer's nerves have not got over the affair. He is writing (November 13, 1892) as follows:

"I was a little surprised at the way in which you made light of a certain error that I wished to have forthwith rectified—where 'effects' was put for 'affects' [*sic*]: remarking as you did that everybody would see it was a mere typographical error. But the inclosed leads me to suspect that you may in America have perhaps ceased to make a distinction between the two; for here is the same mistaken use of the word. I cut it out from the report of the Brooklyn Ethical Institute, 12th year. I do not see by whom it is printed. Is it printed by you? If so, this same error may result from the misunderstanding of the same reader, and he should be instructed in the matter—he should be told that *to affect* means to influence and *to effect* means to achieve."

A series of letters written in 1893 are concerned with various things. Spencer has reprinted certain essays

on "The Inadequacy of 'Natural Selection' " and wants an American edition brought out, regardless of cost, as "my aim is to diffuse the contents of the pamphlets as widely as possible. . . . Of course it will not be copyright, but insofar as I am concerned it matters not if it is pirated." A life of E. L. Youmans is under way and Spencer is anxious that it shall have as a motto on the title page a remark of Mr. Appleton's in a recent letter to Spencer: "He was a sort of scientific John the Baptist for the United States." Spencer is anxious that Mr. Appleton shall understand that his "Education" has been universally adopted in English normal schools, although in deference to the opinion of Cardinal Manning, some Catholic colleges are exceptions. On March 12, 1894, there is a new and hugeous cause for complaint:

"I received almost a shock on seeing the enclosed portrait. You must, I think, acknowledge that it is really an outrageous caricature—coarse and truculent.

"It is, I presume, made from the photograph which I sent over to you some length of time ago, but the whole character of the thing has been destroyed in the reproduction. Pray suppress it as promptly as may be."

The following year, when he was in London, Mr. Appleton received a summons. The day is May 16, 1895:

"I have just returned from Brighton, and before you depart for the U. S. should be glad to see you for a short time.

"I cannot ask you to luncheon, as I should like

otherwise to do, for I should not dare to undertake the entailed conversation. I cannot promise to extend our talking beyond five or ten minutes.

"My nervous system is in a very shaky state and I am continually relapsing in consequence of what seem trivial excitements but which are to me disastrous."

A year later, May 7, 1896, the case is no better:

"I am but just recovering from a serious relapse brought on by overworking myself in writing letters to the *Times* about the metric system. For a month I have not been able to go to the Club, and pass the time largely in bed. Though I went to the Club yesterday I dare not go to-day.

"I say this because you will understand why it limits my possibilities of appointment. I dare not ask you here to lunch as I should be glad otherwise to do, because it would entail too much conversation. Perhaps the best plan will be for you to come to me at the Athenæum. Unless you get a telegram to the contrary you may expect to find me there at four o'clock to-morrow."

Five years later and the last letter of the series, dated May 24, 1901, writing, as always, to "Dear Mr. Appleton," "truly yours, Herbert Spencer" has undergone no essential change. The same frightful preoccupation with his bodily well-being, the same traces of pettiness and suspiciousness, are to the fore:

"I am sorry to say that my health is such as to negative the interview you suggest. You in common with most people do not understand what a thorough invalid I am. At the end of last August I had rather too long

a conversation with a gentleman who came to see me at Bepton, and the result was that I have never been up to my low level since: I have not taken a drive since last August, and for six months was never out of doors until a fortnight ago, when an experiment in a bath chair did me great harm. My only hope is that of getting into the country in June, and that I may have a chance of doing this I must be extremely rigid in avoiding all possible sources of relapse. You must therefore please excuse me if I do not see you.

"What about the portrait painted of me by Burgess for your father many years ago? I sat on the distinct understanding that the painting was to be given to a public body—I believe the Century Club.* I was surprised some years ago to learn that the portrait was hanging in your store, but I concluded that your father might reply that he was bequeathing it to the said institution. What has now become of it? If it passed over into the hands of the new Company along with other property, it ought, on the strength of this original understanding, to be reclaimed from them and given in conformity with your father's bequest, if it had not been already so bequeathed by him."

Three years later Herbert Spencer died. In spite of his nerves, or maybe by virtue of them, he was well past eighty. Since then others have written letters to the London *Times* about the metric system and have experimented in bath chairs but without approaching his results.

* The portrait was presented to and is now hanging in the New York Public Library.

IV

I have dwelt at such length on these letters partly because of Spencer's importance and partly from amusement, but really in the main because they so well illustrate—with a sort of one-track, express-speed exaggeration—the difficulty of the personal relation between two men in the publishing business, if not in any business. There is no possible doubt, for though I have not cited the evidence, it exists, that Spencer esteemed William W. Appleton greatly. The men were warm friends. Yet the moments must have been many when Mr. Appleton wondered whether a sense of humor was a blessing or a curse.

He was diplomatic—successfully so—because he was by nature kind; he succeeded, from first to last, because his instinct was to be friendly. But above all it was his instinct to be fair. It was this extreme fairness that made him the trusted friend and adviser of Huxley and Spencer and Hall Caine and Maarten Maartens—and dozens of others.

One of the earlier instances of his fairness concerns the publication of the Sherman memoirs.

One day William H. Appleton noticed in a morning paper a brief dispatch from St. Louis, stating that General William Tecumseh Sherman had completed his autobiography. Mr. William W. Appleton was ordered to take the first train west. He went with reluctance, since the clear presumption was that so important a book was already the property of some publisher by long prearrangement. His surprise was

complete when, in answer to his card, General Sherman walked into the room with the remark:

"I suppose you have come to publish my book?"

Mr. Appleton had brought a rough form of contract with him. The General also had his own form. There was a friendly talk and then the General said:

"I must consult with my wife about this. She settles all such matters for me."

The next day Mr. Appleton and Mrs. Sherman consulted together and Mrs. Sherman decided that the Appleton contract was much the better. But the General balked:

"No, I have decided to sign my own!"

The book was an enormous success and the General matched fairness toward him with fairness toward the public. Although assured that the sale of the book could be multiplied by four if it were sold by subscription, Sherman never would consent to such sale, declaring that he would not run the risk of having a single one of his old soldiers cajoled or bullied into the purchase of a book for the profit of his old commander.

Mr. Appleton used his best persuasion but at last surrendered unconditionally to the General.

In another enterprise of great public and private importance Mr. Appleton showed not only his fairness but his mettle.

An account of the long struggle to secure an American copyright law would be tedious. But a few sentences of explanation may not be misplaced. For about a century there was no protection in this country for

foreign literary work. Pirating was usual, and the history of more than one American publishing firm is black with it. It was from the first the practice of D. Appleton & Company to pay the English or other foreign author his royalties, exactly as if the work were fully protected in this country. To revert for a moment to the Mühlbach novels: When Mr. Appleton picked up that copy of "Joseph II and His Court" in the South in 1865, he found it copyrighted in the Confederate States of America. Now a very distinguished lawyer wished to settle in the courts the value of Confederate copyright, if any. But Mr. Appleton replied that the house would follow its fixed policy of respecting literary property, whether or not the courts did.

So it came about that he joined his father, William H. Appleton, in a struggle that outlasted the father's lifetime and that was not ended until the passage of the Copyright Act of 1891. In a sense the struggle is not yet ended, for the United States anticipated its League of Nations attitude by a refusal to join other nations in international copyright. Work published in the other principal nations is not thereby protected in America; work published here is not thereby protected abroad; and so, from the authors' and publishers' standpoint, something remains to be achieved.

Nevertheless W. W. Appleton and those associated with him in the Publishers' Copyright League—of which he was for years the president—saw a great deal accomplished. By printing the book in this country, it is now possible to protect English work. William H. Appleton had drafted in the 1870's an excellent

copyright bill, but his son took up the task when success seemed quite hopeless. Nor should it be forgotten that meanwhile, all through the 1850's and 1860's and 1870's and 1880's, D. Appleton & Company had regularly paid to Huxley and Tyndall and Spencer and Disraeli and the rest the sums which were morally though not legally their due.

In publishing, honesty—a moral honesty, a scrupulous fairness—invariably pays; and perhaps this is not a bad means of distinguishing publishing as a profession rather than as a commercial enterprise in which the higher forms of honorableness may sometimes pay and sometimes not. But with William Worthen Appleton I think that something more than a private conscience was influential; for here was a man who was equally marked with a public spirit. He was, for one thing, a director and chairman of the library committee of the New York Public Library; and over a long period of years he showed a keen and sustained interest and activity in the development of the circulation branches of the institution.

V

In closing this sketch, I may perhaps illustrate the change in publishing that took place in Mr. Appleton's lifetime by a true story.

A very few years ago a man of great talent for publishing and exceptional experience set up as a publisher by himself.

Of one thing he was certain: he would accept and publish only a restricted number of the best books,

only ones he had personally read and felt enthusiasm for. He quarreled not with other tastes, he chose not to concern with them so far as his own list went.

Within two years he had had a striking success with one or two books. He has not been in business for himself for more than a half dozen years. He still publishes a smaller list than many other houses. But it is growing, growing. He no longer pretends to have read more than a few of the books he brings out. He does not pretend to the slightest personal enthusiasm over more than a handful on his season's list.

What has happened? Why, he has created something bigger than himself, something that transcends his personal capacities and tastes. He is not, cannot be, nor could he ever have hoped to be, except in brief and fond self-delusion, the whole of his business.

It would be easy to say that he has made money, that he must turn his profits back into his business, that he must keep his investment turning over, and must increase the rapidity of that turnover if he can.

Yes. But that is not quite the answer.

It would be truer, though possibly only part of the truth, to say that he made an instrument for the public service and that the high use to which he put the thing has lifted up, multiplied, broadened and deepened the thing itself. In the end *he* was the instrumentality, the viaticum.

William Worthen Appleton saw this and made himself a part of it, for service and for honor.

Daniel Appleton and His Four Sons

THE FIRST HUNDRED YEARS

THE FIRST HUNDRED YEARS

A CHRONOLOGICAL RECORD OF IMPORTANT EVENTS IN THE HISTORY OF THE HOUSE OF APPLETON

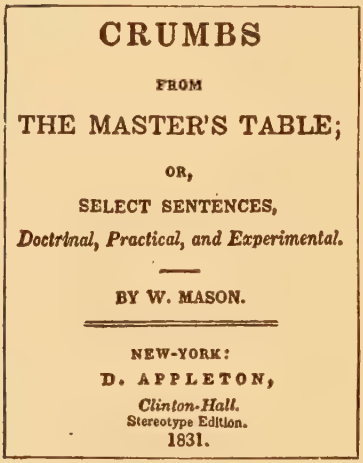
1825

A hard year, says McMaster in his "History of the People of the United States." In 1825 "the unskilled laborer in a city was fortunate if he received seventy-five cents for twelve hours' work. Hundreds were glad to work for thirty-seven cents and even twenty-five cents a day in winter." Nevertheless, with unbounded optimism, Daniel Appleton decided to remove his general store to New York. He had started as a drygoods merchant about 1813 in Haverhill, Massachusetts, had removed to Boston in 1817, and now was seeking even wider horizons. What if women worked far into the night making shirts for ninety cents a week; what if there were intemperance, pilfering and all the other evils that go with desperate poverty! New York was now the largest and fastest growing city in America. Its population numbered 162,000. Sixteen packets plied regularly between the city and Liverpool. Others sailed constantly for Havre, Savannah, New Orleans and all parts of the world. The New York papers boasted that their city was the "mart of nations." Here, indeed, was the place for a business man of courage and vision.

He set up his store in Exchange Place, then opposite the Post Office and a fashionable shopping center. The general store of that day was scarcely the great department store of the present, but Daniel Appleton installed in his store one real "department," a book section which

in fact occupied nearly one half of the floor space. Here came the gentry of the day to browse among the books, the choicest offerings of Great Britain, Europe and America. Daniel Appleton, a ruddy faced New Englander, dressed generally in blue coat with bright buttons, a light buff vest and blue pants and looking not unlike Daniel Webster, waited on his customers with pleasing dignity. The book business grew so rapidly that it completely overshadowed the rest and the general store soon became wholly a bookstore.

1830 Daniel Appleton had had the help of his brother-in-law, George Leavitt, a bookbinder, in developing his book business, but in this year the two men separated, each taking part of the stock. Daniel Appleton removed his store to Clinton Hall in Beekman Street, a little farther to the northward. His eldest son, William Henry Appleton, an enterprising but very young man of sixteen, was taken into the business which had become not only a first rate retail bookstore but a wholesale book and jobbing business as well.


CRUMBS

FROM

THE MASTER'S TABLE;

OR,

SELECT SENTENCES,

Doctrinal, Practical, and Experimental.

BY W. MASON.

NEW-YORK:

D. APPLETON,

Clinton-Hall.

Stereotype Edition.

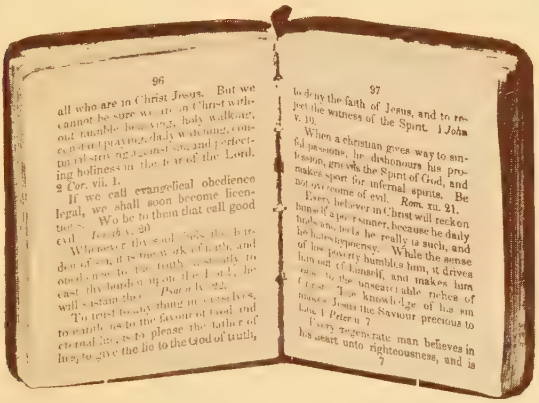
1831.

Title Page, Actual Size of the First Book Published by Daniel Appleton.

1831 The first book bearing the imprint of Daniel Appleton made its appearance. It was a tiny volume, only three inches square, called "Crumbs From the Master's Table" and was made up entirely of verses from the Bible. Nevertheless its publication caused the firm more anxiety

than did the great American Cyclopedia published some thirty years later. The little book was favorably received, however, and the same year a companion volume called "Gospel Seeds" was issued.

"A Refuge In Time of Plague and Pestilence" was the third Appleton publication and already the firm was showing an astonishing astuteness, for this was the year that the cholera raged so terribly. The book was only a *1832*



The First Appleton Book

small devotional volume and not a medical treatise, but it had the right title for the times and it quickly ran through several editions. Certain of its ability to market its publications, the firm now undertook larger and more costly works. "Private Devotion," "A Treasury of Knowledge," "Characteristics of Women," Chalmers' "Political Economy" and "The Philosophy of Sleep," are some of the other books which now appeared in rapid succession. "The Dangers of Dining Out" was followed by "The Anatomy of Drunkenness" and Hitchcock on "Dyspepsy," a worthy trio for any home library. In 1834 the firm announced that they were stereotyping, "in connexion with a house in England," the complete

works of Jonathan Edwards, in large and distinct type, but in one volume only.

1835 Having arrived at the mature age of twenty-one, William Henry Appleton was sent by his father on a business trip to Europe. He was cordially received by Thomas Longmans, John Murray and the heads of the great publishing houses of London who marveled that one so young had come so far to transact business. Many of the British publishers were accustomed to give dinners to the literati and at these Mr. Appleton met many of the famous writers of the day. He particularly liked and established a friendship with Thomas Moore, the poet. He purchased for the American market many interesting volumes, but one very expensive work called "The Book of Beauty" caused his father great anxiety. Young Mr. Appleton had made no mistake, however. The edition was quickly disposed of and his father was so delighted that he sent word to his son to travel on the Continent for three months more. Mr. Appleton visited Leipsic where he established relations with Baron Tauchnitz, the great Continental publisher. In Paris he met Thackeray, who, at twenty-four, was studying painting and had made application to illustrate "Pickwick" by the twenty-three-year-old Charles Dickens, an offer which was not accepted. Thackeray knew his Paris well and introduced his new friend to the best restaurants and to many interesting places and people.

1837 William Henry Appleton again sailed for England to arrange for American editions of more books. Upon arriving in London he learned that a great financial panic had occurred in America. Banks and business houses everywhere had failed. He at once returned to America without making a single purchase and was warmly commended by his father for his foresight in not involving the house in any debts in such a year.

account all & every the stock and stocks, as well as the gains and increase thereof, which shall appear to be remaining, whether consisting of money, wares, debts &c shall be equitably divided one quarter to William H. Appleton and three quarters to Daniel Appleton, the said Copartners, their executors or administrators — This agreement commences on the twenty seventh day of January in the year of our Lord one thousand eight hundred & thirty Eight — It is further understood ~~that~~ — that the said Daniel can withdraw from the said Copartnership any surplus that may be over on the estimate of the stock together with the debts paid in, the three quarters of forty eight thousand dollars —

Daniel Appleton

Wm H Appleton & Co

Witness
Thos Kinsella
Thos Welford

Last Page of Partnership Agreement Between Daniel Appleton and His Son, William H. Appleton, Made January 27, 1838

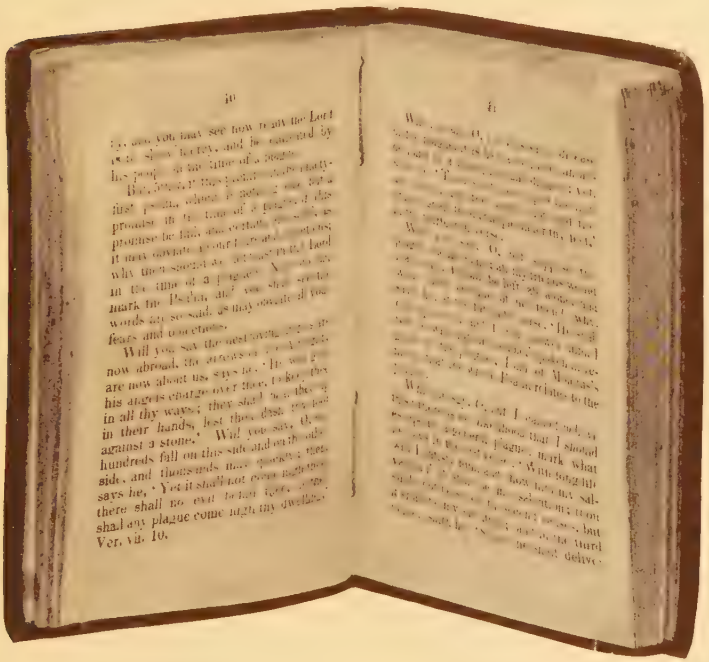
1838 William Henry Appleton was taken into partnership by his father and the firm styled D. Appleton & Company which name it has since borne. The contract, a portion of which is reproduced on page 31, is a business-like document in which a stern father shows very clearly just what he expects from his eldest son. Once more the firm recognized the march northward of the retail business districts of New York and the bookstore was removed to 200 Broadway.

1839 Daniel Appleton while on a trip to Europe decided to establish a branch office in London at 16 Little Britain. This branch has continued uninterruptedly and is now located at 25 Bedford Street. Most of the Appleton books by American authors are to-day published and circulated in Great Britain through this London office.

1840 D. Appleton & Company aroused great excitement in the religious world by announcing the publication in America of "Tracts for the Times," the books of the so-called Tractarian School, known at first as the "Oxford Movement" and later as the Catholic or Anglo-Catholic Revival. The Tracts included volumes by the Reverend Doctors Newman and Manning, who afterward left the Episcopal Church and became Roman Catholic Cardinals; John Keble, author of "The Christian Year"; E. B. Pusey, and others.

1841 The earliest Appleton juvenile of which there is any record was "The Crofton Boys" by Harriet Martineau, which was published in 1841. Many other similar books made their appearance in the eighteen forties. Most of these were sold at retail at the curious price of 38 cents. They were all small volumes and the thought that children's reading should be set in reasonably large clear type had not yet been established, for the type in most

of these books is infinitesimally small. The illustrations are steel plates. To realize how far children's books have advanced in their physical attractiveness one has only to compare these little volumes with the Boy Scouts Year Books, the Joy Street Books and other Appleton publications of the present day.

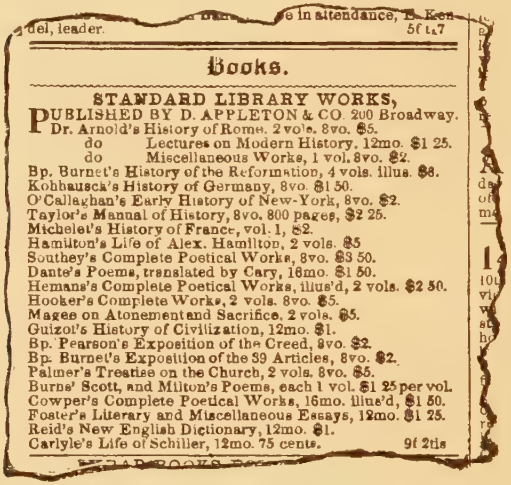


The Third Book Published by Daniel Appleton

William Worthen Appleton, son of William Henry *1845*
Appleton, and first of the "third generation," was born.

The exact year in which the firm of Appleton determined *1845*
to publish books in the Spanish language, unfortunately, is not a matter of record nor are the incidents known which led to the first book. Some time in the 'forties,

however, a Spanish Department was definitely inaugurated, the thought being to start with school books for which there was evident demand. A new series of readers in English had been moderately successful, and it was decided to make translations of these. No lists of South American booksellers or educators were available, and as vessels seldom sailed, a daring plan of distribution


del, leader. 5f t.7

Books.

STANDARD LIBRARY WORKS,

PUBLISHED BY D. APPLETON & CO. 200 Broadway.

Dr. Arnold's History of Rome. 2 vols. 8vo. $5.
do Lectures on Modern History. 12mo. $1 25.
do Miscellaneous Works, 1 vol. 8vo. $2.
Bp. Burnet's History of the Reformation, 4 vols. illus. $8.
Kohhausen's History of Germany, 8vo. $1 50.
O'Callaghan's Early History of New-York, 8vo. $2.
Taylor's Manual of History, 8vo. 800 pages, $2 25.
Michelet's History of France, vol. 1, $2.
Hamilton's Life of Alex. Hamilton, 2 vols. $5
Southey's Complete Poetical Works, 8vo. $3 50.
Dante's Poems, translated by Cary, 18mo. $1 50.
Hemans's Complete Poetical Works, illus'd, 2 vols. $2 50.
Hooker's Complete Works, 2 vols. 8vo. $5.
Magee on Atonement and Sacrifice. 2 vols. $5.
Guizot's History of Civilization, 12mo. $1.
Bp. Pearson's Exposition of the Creed, 8vo. $2.
Bp. Burnet's Exposition of the 39 Articles, 8vo. $2.
Palmer's Treatise on the Church, 2 vols. 8vo. $5.
Burns' Scott, and Milton's Poems, each 1 vol. $1 25 per vol.
Cowper's Complete Poetical Works, 16mo. illus'd, $1 50.
Foster's Literary and Miscellaneous Essays, 12mo. $1 25.
Reid's New English Dictionary, 12mo. $1.
Carlyle's Life of Schiller, 12mo. 75 cents. 9f 2ds

An Appleton Newspaper Advertisement of 1846, Reproduced in the Exact Size of the Original

was resorted to. A vessel generally carried a heterogeneous cargo consigned to one man—a commission merchant. Several cases of books were put aboard, consigned to this man, with a memorandum invoice and suggestions as to means of distribution. It was a great risk but not a foolhardy one, and the Latin-Americans turned out to be scrupulously honest. Many of the countries had recently emerged from revolutions; there was a thirst for knowledge, and the books sold so rapidly that business relations were easily established. Later,

when Señor Sarmiento was Minister from the Argentine Republic to Washington, his interest in educational matters led the Appletons to publish many school and other books in Spanish. Then, when Sarmiento became Minister of Education and afterward President of the Argentine, an immense field was assured and Appleton school books became as familiar to the children of South America as Webster's Speller was to our own grandfathers.

1846 This year there appeared on the Appleton list two books which are still issued and are the oldest publications of the house in point of uninterrupted popularity. These are the Reverend Jabez Burns' "Sketches and Skeletons of Sermons" and "The Pulpit Cyclopedia." For eighty years clergymen have turned to these remarkable volumes for inspiration and help in preparing their sermons. One or more editions of each of them are printed every year.

1847 An act of kindness to a blind boy in 1847 was the starting point of a relationship which brought to America the great scientists of the Nineteenth Century. One day a blind but most energetic young man was led into the office of William H. Appleton. He asked to borrow a scientific book which the firm had just published. It was given him and he was encouraged to come back for more. Thus came into the publishing world Edward L. Youmans, the most dynamic force in the advancement of scientific thought in America. As the friendship ripened Youmans became first a literary adviser, then an editor for the House of Appleton. He made six trips to Europe where he established contacts with and secured for Appleton's the books of Charles Darwin, Herbert Spencer, Thomas H. Huxley, John Tyndall, and the great scientists and philosophers of Great Britain, France, Germany and Italy.

1848 His bookstore grown into a large publishing business after twenty-three years of solid progress, Daniel Appleton retired. He was sixty-three years old, not an advanced age, to be sure, but he had given himself unsparingly to the task of building a great enterprise and his strength had failed him at last. The business was reorganized and Daniel Appleton's four sons, William Henry, John A., Daniel Sidney and Samuel Francis, formed a partnership to carry on, William H. becoming President. A fifth son, George S., came into the firm at a later period. Upon his retirement Daniel Appleton made the special request that the firm name of D. Appleton & Company never be changed and his wish has been carried out to this very day.

Edward L. Youmans

1849 The first of the books of Grace Aguilar, the immensely popular Jewish writer, was published this year. This was called "Home Influence" and it was quickly followed by a second volume called "The Mother's Recompense." Curiously enough, Mrs. Wharton has chosen as the name for her novel for the Appleton centennial year the same title, "The Mother's Recompense." The contrast between the simple tale of the eighteen forties and the brilliant performance of the master novelist of our day is tremendous. To this day several of the titles are carried in the Appleton catalogue and are popular sellers.

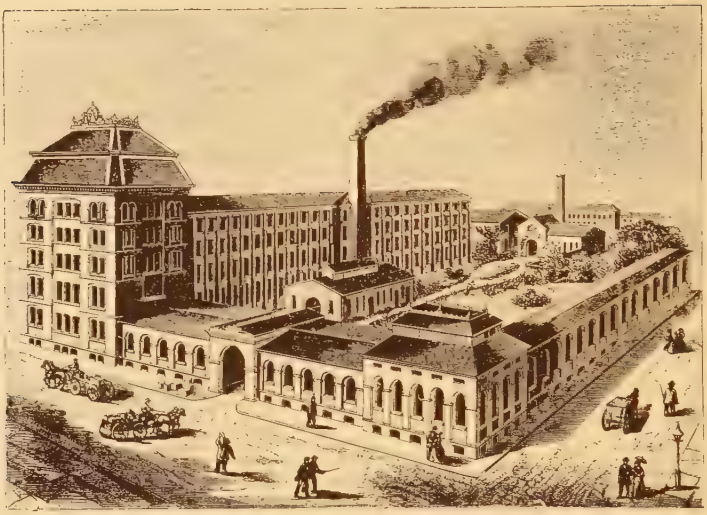
1849 Daniel Appleton died at the age of sixty-four.

1852 A distant relation may have been the means of starting the publication by the House of Appleton of medical text books for doctors and students of medicine. This branch

of the business, which is now one of the bulwarks of the organization, began unostentatiously with the appearance of a book called "Diseases of the Chest" by John Appleton Swett. The firm had previously imported medical works occasionally from London, but this was the first book by an American doctor. It was favorably received and in later years "Swett on the Chest" became an amusing but affectionate appellation. Its success encouraged the firm to form connections with the medical leaders of the period and a gigantic department was soon in the making. In a few years appeared Austin Flint's important work on "The Physiology of Man" in five large volumes and many other treatises by prominent American physicians and surgeons.

1853

The publication of books seventy-five to a hundred years ago was a laborious undertaking. Typesetting machines and high speed presses had not been invented and the thousand and one labor-saving devices of the present were unheard of. Their business had now reached such proportions that the Appletons found it desirable to install their own printing plant in Franklin Street. By 1868 this plant had assumed such proportions that it was necessary to remove it from New York to Williamsburgh, Brooklyn. A large plot covering the most of a city block was purchased, great buildings erected and the most modern equipment of the day installed. The pay roll numbered over 600 employees. When it was finally determined to sell their various magazines, this great plant was sold. Modern methods of book publishing no longer make it desirable that a publisher maintain his own printing plant. Although "the factory," as it was known, was sold, a considerable proportion of the building was retained as a warehouse and shipping headquarters. This warehouse has only recently been greatly enlarged by the addition of several stories.



The Appleton Factory in Brooklyn, About 1868

1854 One of the pleasantest and certainly one of the most important associations the House of Appleton has ever had was that with the poet William Cullen Bryant. The relationship seems to have begun in 1854, when the Appletons were asked by the poet to bring out two new and complete editions of his poems. One of these, at the poet's special insistence, was to have no illustrations. "There is, I suppose," he wrote to his friend Richard Henry Dana, "a class of readers, at least of book-buyers, who like things of that kind, but the first thing which my publisher—it is Appleton—has promised to do is to get out a neat edition, in two volumes, without illustrations." The edition without pictures appeared in the summer and a little later an illustrated edition was brought out. The best illustrators of the times were employed, including some well-known British artists. Both editions were welcomed by the critics in the warmest terms of praise but Bryant never cared for the illustrated

William Cullen Bryant

edition, complaining that the artists did not always catch the spirit of the text and that the British knew nothing of the American landscape. Thereafter the closest relations were maintained by the Appletons and Bryant. Editions of his poems appeared in almost every size of type and style of binding. Sumptuous library table books were made of "The Song of the Sower" and "The Story of the Fountain," elaborately illustrated with wood cuts from sketches made by Winslow Homer, Harry Fenn, Hennessy, Hows, Fredericks and others. When he reached three score and ten, Bryant gathered together thirty of his later poems including three of the longest he ever wrote, and Appleton's put these into a volume called "Thirty Poems," in honor of his seventieth birthday. In 1872, though he was nearing eighty years, he undertook the editorship of the gigantic "Picturesque America" and despite the arduousness of the task read and corrected every word of the proof. In 1876 Appleton's collected all of his later poems and brought out a new Complete Edition which they called the Roslyn Edition after his summer home at Roslyn, Long Island. This edition with subsequent additions remains on the Appleton list to this day. Bryant died in 1878. In 1884 all of his writings were collected and Appleton's published a Complete Edition of his poetical and prose works in four octavo volumes. "The Life and Works of William Cullen Bryant," written by his son-in-law, Parke Godwin, was published by D. Appleton & Company in 1883.

1854 Still continuing their retail book business and the publishing department having become of first magnitude, the firm of D. Appleton & Company purchased the building which had been built for the Society Library and

Interior of the Appleton Retail Bookstore at 346 Broadway, About 1855

once more removed northward to 346 Broadway. The ground floor, 60 by 100, was given over to the retail bookstore and its fittings were so superb that Gleason's *Pictorial* for 1854 described this bookstore and the "marble palace" of the Stewarts as the wonder places of the city. "You will find no such brilliant establishments for books," continues the *Pictorial*, "among the famous houses in Oxford Street, Regent Street, or the Boulevards. The ceilings are supported by fourteen Corinthian columns and the ceiling and walls are painted in fresco from designs by Nowland and Kearney. The book cases are of oak and artistic effect has been

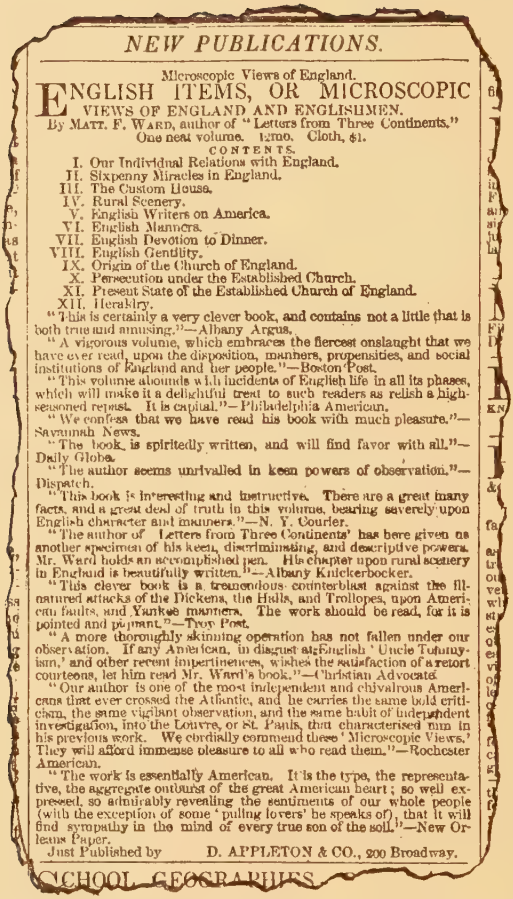
studied in the interior decorations throughout." The paper further marveled that "the whole building is heated by steam pipes supplied from a boiler in a vault under the street." This building was completely destroyed by fire in 1867.

1854

In their earliest years D. Appleton & Company had made no special effort to build up a strong line of fiction. The first novel on their lists is believed to be "The Adventures of Margaret Catchpole" but its original publication date is uncertain. Daniel Appleton is said to have picked this book himself and to have hoped for it a far wider popularity than it probably enjoyed. Other titles made their appearance each season and in 1853 came the first book by a woman writer who was one of the best sellers of her day and whose books subsequently sold by the hundreds of thousands. This book was "Tempest and Sunshine," by Mary J. Holmes. Next year came "The English Orphans" and thereafter a novel a year for a long period. In 1898 a biographer estimated that with the exception of Harriet Beecher Stowe no woman writer of America had received so large profits from her work.

1854

Publication begun of "Thirty Years View or a History of the Workings of the American Government" by Thomas H. Benton who had been U. S. Senator from Missouri since 1821 and was one of the foremost figures in American politics. The work which was in two huge volumes was not completed until 1856. Senator Benton then began his gigantic work on "The Debates of Congress from 1789 to 1856" the first volume of which appeared in 1857 and was subsequently completed in fifteen cyclopedic volumes. The "Works and Speeches" of John C. Calhoun, in six volumes, was also issued about this time.



NEW PUBLICATIONS.

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By MATT. F. WARD, author of "Letters from Three Continents."

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II. Sixpenny Miracles in England.
III. The Custom House.
IV. Rural Scenery.
V. English Writers on America.
VI. English Manners.
VII. English Devotion to Dinner.
VIII. English Gentility.
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X. Persecution under the Established Church.
XI. Present State of the Established Church of England.
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"This is certainly a very clever book, and contains not a little that is both true and amusing."—Albany Argus.

"A vigorous volume, which embraces the fiercest onslaught that we have ever read, upon the disposition, manners, propensities, and social institutions of England and her people."—Boston Post.

"This volume abounds with incidents of English life in all its phases, which will make it a delightful treat to such readers as relish a high-seasoned repast. It is capital."—Philadelphia American.

"We confess that we have read his book with much pleasure."—Savannah News.

"The book is spiritedly written, and will find favor with all."—Daily Globe.

"The author seems unrivalled in keen powers of observation."—Dispatch.

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"The author of 'Letters from Three Continents' has here given us another specimen of his keen, discriminating, and descriptive powers. Mr. Ward holds an accomplished pen. His chapter upon rural scenery in England is beautifully written."—Albany Knickerbocker.

"This clever book is a tremendous counterblast against the ill-natured attacks of the Dickens, the Hulls, and Trollopes, upon American faults, and Yankee manners. The work should be read, for it is pointed and piquant."—Troy Post.

"A more thoroughly skinning operation has not fallen under our observation. If any American, in disgust at English 'Uncle Tomyism,' and other recent impertinences, wishes the satisfaction of a retort courteous, let him read Mr. Ward's book."—Christian Advocate.

"Our author is one of the most independent and chivalrous Americans that ever crossed the Atlantic, and he carries the same bold criticism, the same vigilant observation, and the same habit of independent investigation, into the Louvre, or St. Pauls, that characterised him in his previous work. We cordially commend these 'Microscopic Views.' They will afford immense pleasure to all who read them."—Rochester American.

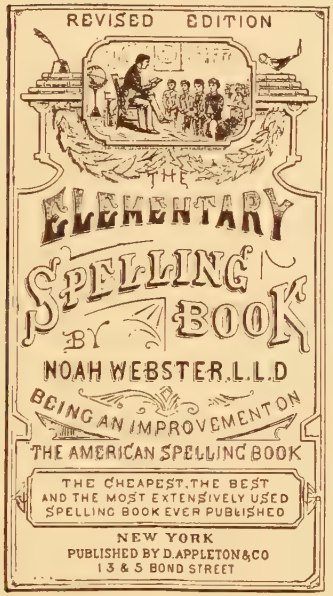
"The work is essentially American. It is the type, the representative, the aggregate outburst of the great American heart; so well expressed, so admirably revealing the sentiments of our whole people (with the exception of some 'pulling lovers' he speaks of), that it will find sympathy in the mind of every true son of the soil."—New Orleans Paper.

Just Published by D. APPLETON & CO., 200 Broadway.

SCHOOL GEOGRAPHIES.

A Microscopic Advertisement of a Book of Microscopic Views. Readers of 1853 Must Have Had Sharp Eyes and a Keen Interest to Read Such Small Type. This Ad. From the *Illustrated News* is Reproduced in the Exact Size of the Original

Very early in its history the Appleton firm entered the educational field and issued textbooks for elementary schools, books for teachers and reference works of all kinds. The Mandeville Readers flourished in the fifties. The Cornell Geographies, the Perkins Arithmetics, and the Quackenbos Histories were seen everywhere in the little red school houses of seventy-odd years ago. But *1855*



The Famous Old "Blue-Back" Speller of Noah Webster

Many Present Day Grandfathers Will Remember This Book

none of these could ever approach in popularity the old Webster blue-back Speller which came into the Appleton list in 1855. Noah Webster wrote his famous speller in 1783 and our great-great-great-grandfathers had toiled over it in post-Revolutionary days. As

it was his only means of livelihood and he needed protection from piracy, Webster had visited many states and secured the enactment of copyright statutes so that he may be justly termed the instigator of American copyright protection. With such widespread usage for so long a term of years it would seem as if the book must have served its purpose. Surely a more modern textbook would be wanted by the school authorities of 1855! The Appletons thought differently, however. They threw the whole force of their great selling machine into the distribution of this book with the result that in the period between 1855 and 1890 the sales of "old Blue-Back" reached the astonishing total of over 35,000,000 copies. One of the largest presses in the Appleton plant ran day after day, year after year, on this one book until it was completely worn out. The largest sales in any one year were 1,596,000 copies in 1866, when the close of the Civil War brought a mad desire on the part of the people (and particularly the newly enfranchised negroes) for elementary education. No other book in the English language, with the single exception of the Bible, can in any way approach the remarkable sales record of the Webster Speller in its hundred or more years of popularity.

1855 Commodore Perry returned after negotiating his famous treaty with Japan. This great political coup which opened the ports of Shimada and Hakodate to American trade and brought us, through the medium of our fast clipper ships, into touch with the mysterious Far East, was the one great topic of the day. Ever alert for the book of timely and historic importance, the firm of Appleton persuaded Commodore Perry to let them publish "A Narrative of Perry's Expedition to Japan," completed from his original notes and journals and published with his special authorization.

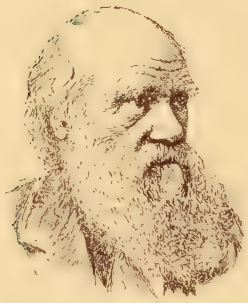
1857

Probably the most gigantic of all the Appleton publishing enterprises had its inception in 1857. A year or two before, William Henry Appleton and Charles A. Dana, Editor of the New York *Sun*, had gone together to attend the opening of the Chicago & Rock Island Railroad. Both men had been struck with the thought that such events should have preservation in an informative work. Subsequent conferences were held with the result that the Appletons decided to undertake the publication of a monumental American Cyclopedia in sixteen volumes under the editorship of Mr. Dana and George Ripley of the New York *Tribune*. The year 1857 was a panic year. The outlook for business was tinged with indigo. The financial outlay necessary for such a work was tremendous. The firm decided they could "stand it" however, and the first volume appeared on schedule time. It was the plan to publish a volume every few months and to complete the work in six years, and this plan was rigidly adhered to despite the interruption of business caused by the Civil War. To properly distribute this set the Appletons originated the method of selling books by means of personal house-to-house canvas. They also invented the plan of selling by subscription installment which has persisted to this day. Tens of thousands of sets of the American Cyclopedia were sold, and in 1872 the firm decided to issue a completely revised edition under the same editorship and to incorporate over six thousand illustrations. This revision is said to have cost more than $500,000. Some-

Charles A. Dana

thing like three million volumes of the two editions were sold. Later the Cyclopedia was still further revised and its title changed to "Appleton's Universal Cyclopedia and Atlas." In 1910 a smaller Cyclopedia, digested from these great works, was published under the title of "Appleton's New Practical Cyclopedia" in six volumes. It has been frequently revised and is a popular work in the Appleton catalog at the present time.

1859 The slowly developing interest of the House of Appleton in the publication of books by the advanced scientific thinkers received great impetus when there appeared "The Origin of Species," by Charles Darwin. But if American scientists were enthusiastic, the religious press and the clergy were not. The storm of criticism which the publication of the Tractarian books aroused in the 'forties was trifling compared to the tempest of indignation and abuse in which the Appletons found themselves engulfed when "The Origin of Species" appeared. Hundreds of threatening letters were received and one of the most distinguished clergymen in America wrote the head of the firm that he would be punished in this world and in the world to come. The Appletons took the ground, however, that a publisher's imprint is not necessarily an endorsement of the viewpoint contained in a book. The duty of a publisher involves reasonable watchfulness that nothing immoral, indecent or sacrilegious should be printed and there the responsibility ends.



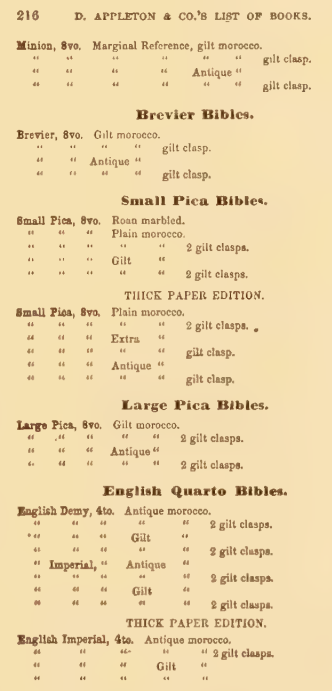
Charles Darwin

Darwin, probably the greatest of the natural philosophers of the Victorian era, successfully overrode the

furious controversy of the early 'sixties. "The Origin of Species" was not his introductory work but had been written after long meditation and scientific investigation. Many other works of great scientific interest were written by Darwin, all of which appeared in the Appleton list, and in 1871 "The Descent of Man" was published. By that time, however, evolutionary ideas had progressed so far that the new work, although much more defiant of theological prejudice than "The Origin of Species," was more tamely received.

1859

The elaborate, cloth-bound descriptive catalog entitled "Own Publications" which D. Appleton & Company issued in the year 1859 (a catalog which no publisher could afford to distribute free at present manufacturing prices) reveals a bewildering variety of books in all fields. Certainly no publisher of that period had a more interesting list in range or importance. There was a sumptuous edition of nearly every major British poet, sometimes a half dozen editions. Mrs. Gaskell's "Life of Charlotte Brontë" topped the biographies. A popular fiction library included most of Thackeray. Cervantes, Dumas, Scott, De Foe, Sterne, all were represented. A particularly fine edition in quarto of "Reynard the Fox" was described. The great cyclopedias



216 D. APPLETON & CO.'S LIST OF BOOKS.

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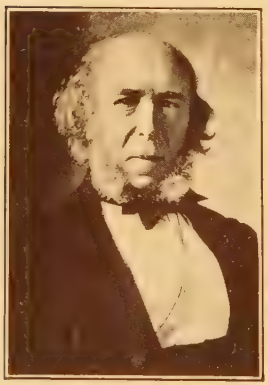
A Page From the Appleton Catalog of 1859

and dictionaries were beginning to make their appearance. Buckle's "History of Civilization in England," which one New York editor considers the greatest history ever written, was there as were Guizot's Histories of Civilization in France and in Europe and the notable Histories of Philosophy by Schwegler and Lewes. Many important technical books such as Gillespie's "Surveying" and Overman's "Metallurgy" had appeared. The Bible section listed nearly two hundred styles. There were a similar number of school books. The juvenile list included Captain Marryat, Charlotte Yonge, Harriet Martineau, Mary Howitt and other favorites of the period. In 1859 Appleton's were the distributors of the Webster Unabridged Dictionaries published by G. & C. Merriam of Springfield and the Webster School Dictionaries of Mason Brothers, New York. They also were the official publishers for the Smithsonian Institute of Washington.

1860 The full force of E. L. Youmans' association with D. Appleton & Company began to make itself felt about this time. Youmans fairly bounded into the President's office one day with the news that he had discovered a great philosopher. The man proved to be Herbert Spencer, whose articles Youmans had read and the announcement of whose series of philosophical works he had seen. A correspondence was begun with Spencer and in 1860 Appleton's published "Education—Intellectual, Moral, Physical." "The Synthetic Philosophy" was begun on May 7 of that year. In 1862 Youmans went to



Herbert Spencer

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D. APPLETON & CO., Nos. 443 and 445 BROADWAY
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PARABLES OF OUR LORD.
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RICHARD CHENEVIX TRENCH.
CONDENSED.
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"A chief object of the present volume is to meet the wants of a large class of readers who have been prevented from purchasing the larger work from its cost, and from its being filled with Notes in Gseek, Latin, French and German; it has been thought, also, that 'Bible Classes' would be alike profited and pleased in its use."—[Extract from Preface.

D. A. & Co. have Just Published:

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THE HISTORY OF HERODOTUS. A new English version. Edited with copious Notes and Appendices, illustrating the History and Geography of Herodotus, from the most Ancient Sources of information, and embodying the Chief Results, Historical and Ethnographical, which have been obtained in the progress of Cuneiform and Hieroglyphical Discovery. By George Rawlinson, M. A., assisted by Col. Sir Henry Rawlinson and Sir J. G. Wilkinson. With Maps and Illustrations. 4 vols. 8vo. Price, $2.50 each.

II.

THE NEW AMERICAN CYCLOPEDIA. A Dictionary of Universal Knowledge. Edited by George Ripley and Charles A. Dana. Vol X. Just ready. To be completed in fifteen or sixteen volumes. Price, in cloth, $3; sheep, $3.50; half morocco, $4 each.

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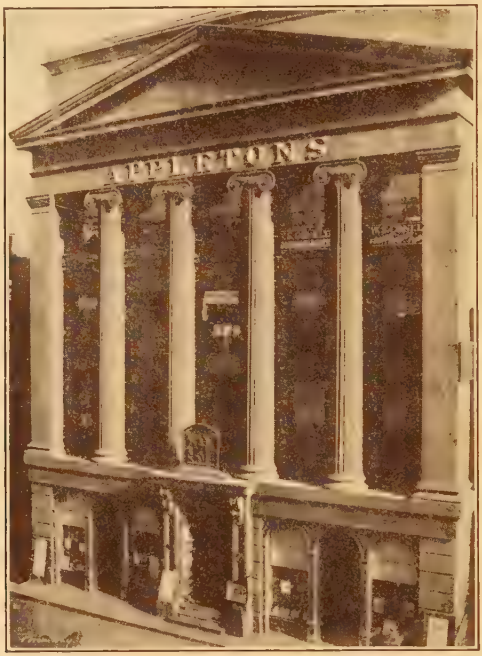
XII.

MACAULAY'S LATER MISCELLANIES. One vol. 12mo. 75 cents.

By 1860 the Type Used in Newspaper Advertisements Had Grown Slightly Larger. (Actual Size)

England to see Spencer and was amazed at the lack of interest in his writings. Spencer had himself published 500 copies of "The Principles of Psychology" but had sold only 200 copies. The edition of 750 copies of "Social Statistics" published eleven years before was not yet exhausted and only 200 of his own edition of



The Appleton Building in the Late 'Fifties

"Education" had been sold. When one considers that in subsequent years Appleton's sold 500,000 copies of Spencer's books in America, these figures are illuminating. Mr. Youmans gave Spencer vigorous encouragement and Appleton's made plans to issue the Spencer series as fast as written. In 1864 Appleton's published "First Principles" and in 1867 "Principles of Biology."

Though he was obliged in 1866 to announce the discontinuance of the Synthetic Philosophy for want of funds, the Appleton royalties enabled him to resume; and in 1896, at the age of seventy-six years, he was able to grasp the hand of his secretary and with momentarily beaming countenance exclaim, "I have finished the task I have lived for."

1861

Although Appleton's American Cyclopedia, the first volume of which appeared in 1857, was not yet completed the publishers saw the need for an annual volume which would give the history of the preceding years. Accordingly in 1861 appeared the first volume of Appleton's Annual Cyclopedia. This work was sold directly to the public by the same force of canvassing agents who handled the American Cyclopedia. Over 24,000 copies of the first volume were sold and the sale continued at the rate of twenty thousand copies or more annually for a long period of years. The publication of the Annual Cyclopedia was discontinued in 1902. Later "The American Year Book" was launched under the supervision of about forty of the leading learned and scientific societies of America and a volume was issued annually until 1919.

1863

A slightly younger writer on evolutionary topics than Darwin or Spencer was Thomas H. Huxley. His first book, "Man's Place in Nature," appeared about 1863, but he may really be said to have become popular through his "Lay Sermons and Addresses" which appeared in 1870. From the moment "Lay Sermons" was published, his essays found an eager audience in the United States, who appreciated above all things his directness and honesty of purpose and the unflinching spirit in which he pursued the truth. Huxley was the most human of the great triumvirate. In 1876, Huxley

visited America, largely at the instance of William H. Appleton, made many addresses and inspected American fossil collections. His other books appeared at various times during the next twenty years. The first edition of his Collected Essays, in nine volumes, was published in 1893. The centenary of Huxley's birth is celebrated this year.

1864 In the same year that they issued Spencer's "First Principles," Appleton's also announced the publication of Cardinal Newman's "Apologia Pro Vita Sua," the crowning work of this prince of religious letters, whom Gosse, in his "Modern English Literature," refers to as "the most striking conception in our literature."

1865 William Worthen Appleton, grandson of the founder of the firm, while in the South chanced upon a copy of "Joseph II and His Court," by Louisa Mühlbach, translated by Madame de Chaudron of Mobile, printed during the war and bound in wall paper by a local printer. It proved to be so entertaining that it was immediately republished by Appleton's and arrangements made to translate her twenty or more other historical novels. "Frederick the Great" and "The Merchant of Berlin" were the next in order and in the years 1867 and 1868 the series was completed. The Mühlbach novels have been sold by the hundreds of thousands, both singly and as sets, and are still remarkably popular.

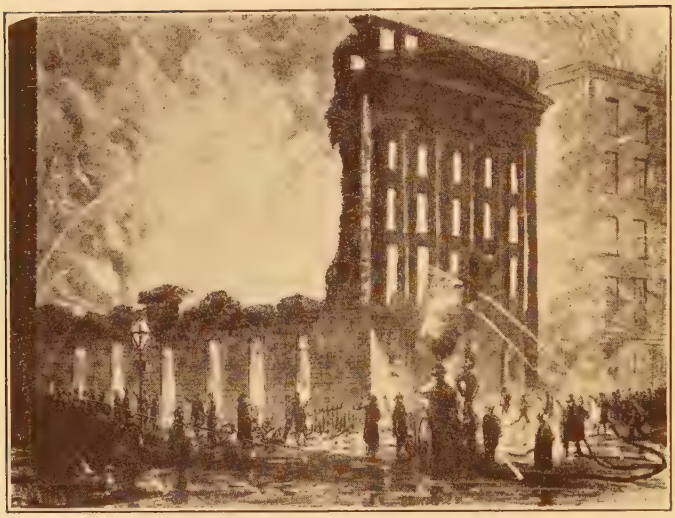
1866 "Alice in Wonderland," by Lewis Carroll, is the magic title which appeared in the Appleton lists this year. It can scarcely be said that the publishers met with instantaneous encouragement when they attempted to present to the public the first American edition of this immortal book. "Alice," to employ a modern publishing phrase, was for some months a "plug" and the

junior member of the firm, who had made arrangements for the book's publication, found himself called upon more than once to defend his choice. Then, of a sudden, the edition seemed to melt away over night. "Alice" had "arrived." It was not until many years later that it was discovered that the sheets of the Appleton first edition and of the very rare British first edition were identical. Any one who has a copy of the Appleton 1866 edition of "Alice in Wonderland" had best put it under lock and key.

1866 Charles A. Dana, having completed the editorship of Appleton's American Cyclopedia, completely revised and greatly enlarged his "Household Book of Poetry," which the Appletons first published in 1857. Many anthologists have sought to improve upon Dana and there are now, of course, more modern selections, but "The Household Book of Poetry" continues on the Appleton list and is still going strong in the sixty-eighth year of its existence. It is said that Bryant and Whittier, both of whom edited similar anthologies, warmly recommended Dana's book and regarded it in many respects superior to their own.

1867 Two events of great interest to men and boys were the publication this year of George Catlin's books, "Life Among the Indians" and "Last Rambles Among the Indians."

1867 The publication of books in the Spanish language for circulation in the Latin-American countries probably reached its greatest height at this time, for the records show that nearly fifty Spanish books were issued in 1867 alone. These included fiction, scientific and technical works and school books of all kinds. The publication of so large and important a list of books in Spanish naturally led to the preparation of a splendid



In 1867 a Great Fire Completely Wiped Out the Appleton Building at 346 Broadway

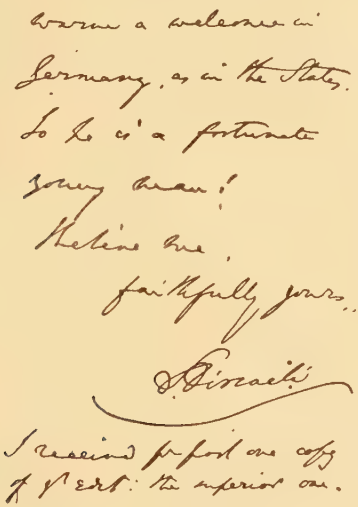
group of books for the study of Spanish and Portuguese. The Ollendorf and Roemer books already had been issued and in 1867 came De Tornos' "Combined Spanish Method." This book has been reprinted 95 times and is to this day regarded as one of the finest systems for learning the Spanish language which has been published.

1868 In the years following the Civil War, D. Appleton & Company published a large proportion of the reminiscences and historical works written by leaders in the conflict. One of the first of these was the three volume Military History of General U. S. Grant, prepared and edited by his aide, General Badeau, from the papers and with the supervision of General Grant himself. A long letter in General Grant's own handwriting now in the Appleton archives warmly commends General Badeau for his painstaking accuracy and describes

the care with which Grant himself went over every word of this book. "This is a true history," he concludes, "of the events of which it treats." Other notable books by and about Civil War leaders were Admiral Porter's Reminiscences, Farragut's Life, by his son, the autobiographies of Sherman, Sheridan, Johnson and Seward and a whole series of biographies of great commanders.

William Worthen Appleton, son of William Henry Appleton, was admitted to partnership in the firm. *1868*

Think of a novelist being satisfied with the sale of a thousand copies of his book! Such sales were considered excellent when the Appletons evoked the comparatively new Atlantic cable to secure the rights of "Lothair," by Benjamin Disraeli, and the Prime Minister himself had no great ideas about the probable market in America for his first novel. Upon the arrival *1869*



Last Sheet of a Letter From Disraeli to Appleton's Regarding "Lothair"

of the manuscript the cautious "reader" advised against printing a first edition of over fifteen hundred copies. The sales department had no such misgivings, however, and orders came pouring in until over 80,000 copies were distributed. Disraeli himself was so pleased with his vogue that he wrote a cordial letter of thanks to the publishers for the successful manner in which the book had been brought before the American public. Many other novels by Disraeli subsequently appeared in the Appleton list.

1869 The Franco-Prussian War did much for the advancement of medicine and surgery. The lessons learned by the physicians and surgeons at the front were beginning to make themselves known and word reached the Appletons of some important works being under way by the leading Germans. An editor promptly visited Germany and arrangements were completed for American translations of many books. The first of these, Dr. Felix von Niemeyer's "Textbook of Practical Medicine," appeared in 1869 and was immediately successful. The Appleton translation was later published in England and had a very large sale there, also. Next followed Billroth's "General Surgical Pathology and Therapeutics." Billroth introduced to the profession the microscope as an instrument for examining the tissues and excretions of the body. Before that time the surgeon made his examination with the naked eye. It was an Appleton boast of the period that they sold more copies of Billroth than there were surgeons in America. Then followed the books of Frey, Friedlander, Hueppe, Neumann, Schroeder, Steimer, and finally Adolf von Strümpell's notable "Textbook of Medicine" which ran through revision after revision and had a total sale larger than that of any other general textbook with the single exception of the great Osler.

The first of the novels of Christian Reid (Frances C. Tiernan), the popular Southern writer, appeared this year. This was "Valerie Aylmer." It was followed by "Morton House," "Ebb Tide," "Heart of Steel," the immensely popular "Land of the Sky," and over a dozen others. *1870*

A Group of Appleton Foremen at Their Printing Plant About 1865-70

An important announcement of this year was the beginning of the "Library of Wonders" containing volumes on Meteors, Storms and Atmospheric Phenomena, Railways, Naval Art, Parks and Gardens, Grottos and Caverns, Electricity, etc. An interesting title in the series was a volume, "Balloons," by Camille Flammarion, an author who has remained on the Appleton list for fifty-five years and whose work on "Haunted Houses" is among the most widely discussed scientific books of 1924. *1870*

John Tyndall, the noted physicist, whose writings had been introduced to American readers by the House of *1872*

Appleton, made a memorable visit to this country and delivered an important series of lectures on light. Tyndall's book. "The Forms of Water," perhaps his best written work. was published in 1872; his volumes on his studies in the Swiss Alps, on "Heat Considered as a Mode of Motion" and "On Radiation" had previously appeared. With the assistance of the Appleton editors he arranged to give the profits of his American tour as a fund "in aid of students who devote themselves to original research." Tyndall's visit culminated in a great dinner at Delmonico's on February 4, 1873, and the volume of his "Lectures on Light" appeared on March 12 of that year.

1872 To George S. Appleton, one of the four sons of the founder, a man of fine artistic taste, credit is given for the development of a list of superb art books which were the admiration of the book world in the period of their first publication. The earliest and in many respects the most notable of these was "Picturesque America." William Cullen Bryant, the poet, was called upon to edit this work and a fortune was spent in making steel engravings of beautiful and picturesque scenes in all parts of America. The work was first issued in parts, or "portfolios," delivered to subscribers monthly and afterward collected and bound. Nearly a million copies of "Picturesque America" were sold and its extraordinary success led to the subsequent publication of "Picturesque Europe," edited by Bayard Taylor, and "Picturesque Palestine," edited by Henry Codman Potter. Each of these enterprises required an initial outlay of more than a quarter of a million dollars, but all were eventually profitable. The firm then brought to the American public, in portfolio form, steel engravings of the great art treasures of Europe —the galleries of Dresden, Munich, the Louvre, the

PICTURESQUE AMERICA.—Subscribers' Names.

No Subscription received for less than the entire Work.

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A. T. Stewart	3 Pumpkin Place	1	Brooklyn
Moses Taylor	32 Wall St.	1	
Cyrus W. Field	123 East 21st St.	1	
Frank Leslie	10 Washington Place		
H. B. Claflin	18 Broadway		
E. H. Chapin	14 East 33rd St.	1	
Henry Ward Beecher	———	1	
A. A. Low	17 Remsen St. Brooklyn		
R. L. Stuart	Washington	1	
John Hoffman	Albany	1	
August Belmont	New York	1	
W. H. Vanderbilt	59 Wall St.	1	
Bayard Taylor	New York	1	
J. G. Holland	"	1	
Bret Harte	"	1	
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Thurlow Weed	New York State	1	
J. Hough & Co.	Fair Speaks	1	

Millionaires, Statesmen, Writers, Clergymen and Leading Men of All Professions Were Quick to Subscribe to "Picturesque America" as May Be Seen From This Subscription Sheet in the Prospectus of One of the Appleton Star Salesmen

Turner Gallery, the Streets and Canals of Venice. There were also great works on "The Art of the World," "The Poet and Painter," "Recent Ideals of American Art" and the list culminated with a magnificent publication on "Oriental Ceramic Art" selling for $500.00 a set.

PICTURESQUE AMERICA.--Subscribers' Names.

No Subscription received for less than the entire Work.

NAME.	ADDRESS.	No. of Copies.	REMARKS.
Henry W. Longfellow	Boston	1	
R. W. Emerson	"	1	
Geo. P. Lunt	Boston	1	
Oliver Wendell Holmes	"	1	
J. R. Lowell	"	1	
John G. Whittier	"	1	
[illegible]	Bridgeport Conn		
C. F. Adams	Boston	1	
George [illegible]	New York	1	
[illegible]	[illegible]	1	
Gurdon Bugbee	Hartford	1	care of Pitkin, Russell & Hubbell 23 Main Street

A Leaf From the Prospectus of One of the Salesmen for "Picturesque America," Showing the Signatures of Great Poets and Others Who Purchased the Work

1872 Many fine subscription sets of books were published by D. Appleton & Company in the thirty years period between 1870 and 1900. One of the earliest and also one of the finest of these was the complete edition of Cooper published in 1872, with illustrations by the famous specialist in wood engraving, F. O. C. Darley. This set was offered in many styles of binding at prices suited to all purses. Other notable sets were the sub-

scription editions of Conan Doyle and Anthony Hope; the historical romances of Madame Mühlbach and George Ebers; a Scientific Library, in 60 volumes; The World's Great Books, in 40 volumes, selling as high as $300.00 a set; Masterpieces of American History, in 18 volumes; "A Century of French Romance," in 20 volumes; Maspero's "History of the Ancient Peoples of the East," in three quarto volumes with over 1000 illustrations; several editions of Shakespeare; the Great Commanders of America; and the Literatures of the World.

1873 The International Scientific Series was inaugurated under the editorship of Professor Youmans. The first volume in the series was "Forms of Water" by John Tyndall; the second, "Physics and Politics" by Walter Bagehot. The series subsequently ran to nearly a hundred volumes and included many of the best books of the great physicists, anthropologists, biologists, psychologists, philosophers and leaders of scientific thought in all fields. Darwin, Spencer, Maudsley, Alexander Bain, Huxley, de Quatrefages, Lubbock, Oscar Schmidt, Vignoli, Luys, Sully, were among the contributors. "The History of the Conflict Between Religion and Science" by John William Draper was the most popular book by an American author in the series. It ran through 50 printings and was translated into nearly every language.

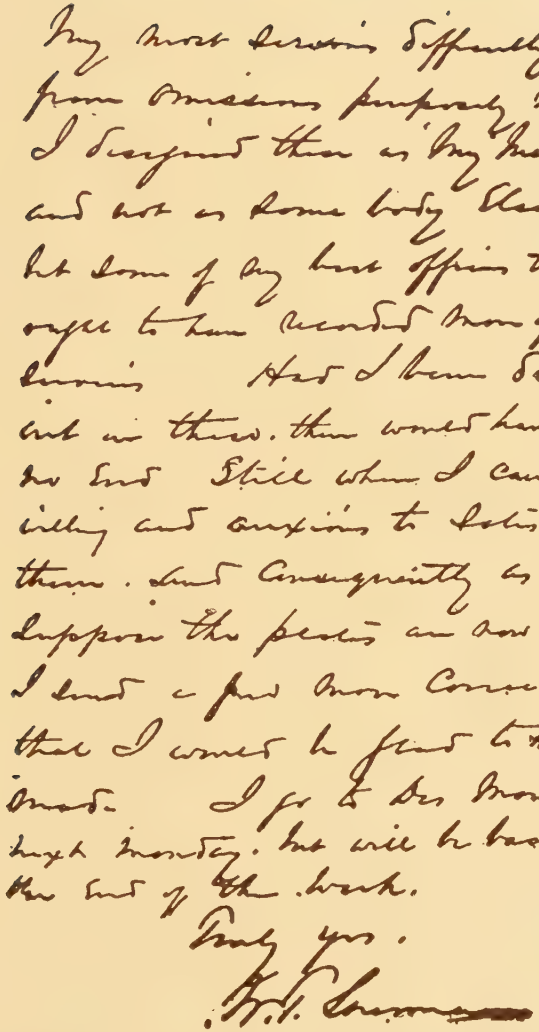
1873 After the completion of his service as Secretary of State under Lincoln, William H. Seward made a journey around the world and recorded his experiences in a volume called "Travels Around the World." This work proved to be by far the most popular travel book of its day and Derby, in his memoirs written in the 'eighties, estimated that the publishers paid to Mr. Seward and his estate more than $50,000.00 in royalties. Mr. Seward

also wrote his autobiography which Appleton's published and which enjoyed a very large sale.

1875 One morning the senior Appleton noticed in the newspaper a telegraphic dispatch from St. Louis, stating that General William Tecumseh Sherman had completed his memoirs. The junior member, Mr. William W. Appleton, was at once sent for and ordered to take the first train for the West. The young man was somewhat loath to go; Sherman surely must have made his arrangements; it seemed like a waste of energy. But he went, nevertheless, and all the way out he studied "approaches," "middle canvasses," "climaxes" and other sales tactics with which to ensnare the wily General.

General William T. Sherman

When he had arrived at headquarters and sent in his card, one can imagine his complete surprise when the General strode into the room and said: "I suppose you have come to make arrangements to publish my book?" The great reputation of the House of Appleton as publishers of Civil War records had preceded him and no preliminaries were necessary. The General was very courteous and pleasant, and soon they were engaged in examining a rough form of contract which Mr. Appleton had brought with him. The General also had his own form, which they went over. Finally, the General told him that he would have to consult his wife about the matter, as she always settled such questions for him, but, when the next day with Mrs. Sherman they examined the contracts, and Mrs. Sherman proposed signing the Appleton one, he announced:



Facsimile of Letter From General Sherman Regarding a Revision of His Memoirs

"No, I have decided to sign my own!"
The General had reassumed command.

It hardly seems necessary to record the gigantic success of the Sherman Memoirs. One curious fact stands forth, however, which reflects the human side as well as the inexorable mind of the great fighter. No arguments which the Appletons could present could ever persuade Sherman to permit his book to be sold by subscription. He was shown that the sale probably could be increased four-fold by this method, but he willingly sacrificed enormous royalties because he said he would not run the risk of having a single one of his old soldiers cajoled or bullied into the purchase of a book for the profit of his old commander.

After the Sherman autobiography came Sheridan's own "Memoirs," and the "Reminiscences" of Sherman's great opponent, General Johnston. Then followed a long line of biographies, autobiographies, and recollections of Civil War heroes, the last being "Under the Old Flag" by General James Harrison Wilson, the only leader in the conflict who is still alive.

1876 It is hardly likely that there are any fishermen to-day whose memories go back seventy-five years. Even the grand old man of American fishing, Dr. James A. Henshall, cannot remember those days. This was the first year of publication of John J. Browne's "American Angler's Guide." The fisherman of 1876, however, may recall the delight with which the anglers of that period greeted the publication of the fifth completely revised edition of Mr. Browne's book. Halftone and color work had not yet arrived and the work therefore would hardly measure up with the sumptuous Appleton fishing books of to-day, such as David Starr Jordan's "Fishes," James A. Henshall's "Book of the Black Bass," George Parker Holden's "Streamcraft" or the books of Dixie

Carroll, O. W. Smith, Emerson Hough and Leonard Hulit. But "The American Angler's Guide" was, nevertheless, a tremendous success in its day and was the forerunner of the great department devoted to books for sportsmen which is now an important branch of the Appleton business.

1880

This was the great magazine year in the history of the House of Appleton. *The Popular Science Monthly* started years before under the editorship of Dr. Youmans was widely circulated. *Appleton's Journal,* a general literary magazine, was most flourishing. *The New York Medical Journal* was a leader in its field. *Appleton's Art Journal* aimed to give its readers the latest news of the world of painting and sculpture. And in addition Appleton's were now publishing the famous old *North American Review* and the *Journal of Speculative Philosophy.* Besides all these magazines, the firm issued monthly, "Appleton's Railway Guide," and an-

"The Wonderful Tar Baby"
From "Uncle Remus: His Songs and His Sayings"

nual or semi-annual editions of "A Dictionary of New York" and a "Handbook of Winter Resorts" and of "Summer Resorts."

1880 In the late 'seventies there began to appear in the Atlanta *Constitution* some delightful folk lore tales which because of their quaint dialect, shrewd wit, and genuine flavor of plantation life were widely commented upon. In due time some of these were copied by a New York newspaper and at once came to the attention of D. Appleton & Company. A correspondence was started with the author, Joel Chandler Harris, who was on the staff of the *Constitution.* One of the Appleton editors was preparing to visit Jefferson Davis at his home in Mississippi and arrangements were made for him to stop at Atlanta and see Mr. Harris. A contract was quickly agreed to and in the month of May, 1880, D. Appleton & Company issued "Uncle Remus: His Songs and His Sayings." Probably no group of American folk tales has ever achieved the popularity of the original "Uncle Remus" book. "The Wonderful Tar Baby Story," "How Bre'r Rabbit Lost His Tail," "The Awful Fate of Mr. Wolf" and the others of that collection have delighted two generations of youngsters—and their elders, too. And despite its forty-odd years the book shows no signs of losing its grip. Two or three large printings are invariably sold out every year. The original edition of the book did not contain the illustrations by A. B. Frost which have played so important a part in popularizing the book. These first appeared in the edition of 1895.

1881 In the same year that they published General Sherman's Memoirs (1875) D. Appleton & Company arranged with Jefferson Davis to publish his book telling the story of "The Rise and Fall of the Confederate Government." But the President of the Confederacy appears to have

The subject of my narrative is the history of the United States of America from the close of the war for independence, down to the opening of the war between the States. In the course of this narrative I shall relate the history of the people as well as the history of the government. I shall indeed write much of wars, conspiracies and rebellions; of Presidents, of Congresses, of embassies of treaties of the ambition of political leaders in the Senate House, and of the rise of great parties in the nation. Yet I shall not suffer to pass by unnoticed those noiseless revolutions which have gradually come to pass in the community, and which have ordinarily gone far before their course has been marked by any conspicuous or important event. At every stage of the splendid progress which separates the America of Washington and Adams from the America in which we live, I shall strive to portray the manners and morals of the times, I shall note the changes of dress, of amusements, of literary taste. I shall trace the advance of the useful and ornamental arts towards perfection, and describe the rise of that long series of mechanical inventions and discoveries which is now the admiration of the world and our just pride and boast. I shall strive to tell how, under the benign influence of libert and peace, there sprang up in the course of a single century, a prosperity unparalelled in the annals of human affairs; how from a state of abject poverty and feebleness, our country grew rapidly to one of opulence and power; how her agriculture and her manufactures flourished together; how by a wise system of free education and a free press, knowledge was disseminated and the arts and sciences advanced: how the ingenuity of the people became fruitful of wonders far more astonishing

The First Page of the Manuscript of McMaster's "History of the People of the United States"

engaged as a secretary, to help him with the work, a man of very dilatory tactics, and practically no progress was made for some time. After an annoying delay of several years, the publishers persuaded Mr. Davis to let them send him another and more competent assistant to dig out of the tremendous mass of material Davis had gathered, the facts necessary to the writing of the book. One of the most experienced editors on the Appleton staff, Judge Tenney, was sent to Mr. Davis' home, "Beauvoir," situated midway between Mobile and New Orleans, where the work was completed, and finally, in June of 1881, the book was published. It consisted of two large, thick, octavo volumes, which had to be sold at a high price, but the sale, nevertheless, reached many thousands of copies. Sectional feeling was still rampant and the House of Appleton was once more a target for hostile criticism. Davis' work, however, was not the only book by a Southern leader published by Appleton's. The personal memoirs of General Sherman's great opponent, General Joseph E. Johnston, were issued, as were four books relating to General Robert E. Lee, and many other similar narratives.

1883 In the summer of 1881 there came into the Appleton office, through the regular mail, a voluminous manuscript written entirely in long hand. With it came a letter from the author stating that it was the first volume of "A History of the People of the United States, from the Revolution to the Civil War," which he hoped to complete in six volumes. Although the first reports of the manuscript readers were generally unfavorable, the senior member of the firm took the manuscript home to have a look at it himself. He found it fascinating, so much so indeed that he called the members of the family together and insisted upon reading it aloud.

They came reluctantly but in a very short time sat spellbound and the reading continued for several hours. The next day word was sent to the author to come in and sign a contract. He proved to be John Bach McMaster, an instructor in civil engineering at Princeton. The volume was published in 1883. Soon after its appearance Mr. Appleton met Dana of *The Sun* and asked him if he had read it. "Read it! Why I have read nothing else since I began it!" retorted Dana. Thirty-two years later the eighth and final volume of this remarkable history was completed by John Bach McMaster, Professor of History at the University of Pennsylvania. It has taken its place among the great works of all time.

John Bach McMaster

1884

The House of Appleton was very young when George Bancroft published the first volume of his "History of the United States from the Discovery of the Continent." The book which was brought out in Boston in 1834 covered only a small part of American colonial history. It was Bancroft's original intention to continue the history to the year 1830; but he was very busily engaged in politics and government affairs and he found it difficult to write. As Secretary of the Navy he founded the Naval Academy at Annapolis; as Minister to Great Britain and to Germany he did much to pro-

George Bancroft

mote international relations. But these activities naturally slowed up the writing of the work; and Bancroft was so painstaking in the accumulation and study of his material that by 1874, though ten volumes had appeared, he had brought the history down only to the beginning of the Revolution. He then decided to conclude the work at that point but to completely revise it and arrange it for six volumes. In 1884 Appleton's published this new edition, the last revision which the historian was able to make. Two volumes which were originally intended to be part of the History were separately issued in 1884 under the title "History of the Formation of the Constitution of the United States." Even during his lifetime historians had no hesitation in ranking Bancroft's History as the foremost in its field. Edward Everett wrote, "It will unquestionably forever be regarded both as an American and as an English classic," and W. H. Prescott concluded, "His colonial history establishes his title to a place among the great historical writers of the age."

1885 In the "elegant 'eighties" much thought was being given to etiquette and some of the guides to good manners enjoyed sales fully as large as the cleverly exploited etiquette books of the present day. New York's "Four Hundred" had reached its hey-day and apparently everyone else in the country had hopes of some day finding themselves within that exclusive circle and were determined to be prepared. In the Appleton list appeared many volumes, among them "Social Etiquette of New York," Mrs. Buchanan's "A Debutante in New York Society," "Hints About Men's Dress," "Good Form in England," "Don't, a Boudoir Manual," "The Complete Bachelor," and many other similar volumes.

1886 "The International Education Series," under the general editorship of William Torrey Harris, another gigantic

Appleton enterprise, was inaugurated this year. No one in America could have been better fitted to be the editor of this series than Dr. Harris and the remarkable excellence of the entire sixty-odd volumes which subsequently followed is a tribute to his genius. An educator all his life, Dr. Harris, shortly after beginning the series, was called to be United States Commissioner of Education, a post which he held conspicuously for about twenty years. Nearly every great educational leader of Europe and America contributed a volume to the International Education Series. There were new and distinguished translations of Froebel, Preyer, Rousseau, Rosenkranz, Pestalozzi, Compayre, Platter and other Continental authorities; and important new works by Dr. Harris himself, Painter, Adler, Blow, Baldwin, Greenwood, Parker, Judd and other advanced thinkers. It is not too much to say that the International Education Series was for years the standard professional library for teachers in America and still is a vigorous series.

1886

Two of the most successful surgical works ever published by the House of Appleton appeared in 1886 and 1887. The first of these was a "Manual of Operative Surgery," by Joseph D. Bryant, who was Professor of Surgery at Bellevue Medical College and personal physician to President Cleveland. The second was "A Textbook of Surgery," by Dr. John A. Wyeth, President of the New York Polyclinic. For several years, nearly every medical order received by the firm contained one of these two works among the items, and at one time every medical college in America is said to have used one or the other as a textbook. A few years later Tillman's Surgery duplicated the success of these earlier volumes. There has since been a steady stream of great surgical publications issuing from the Appleton presses,

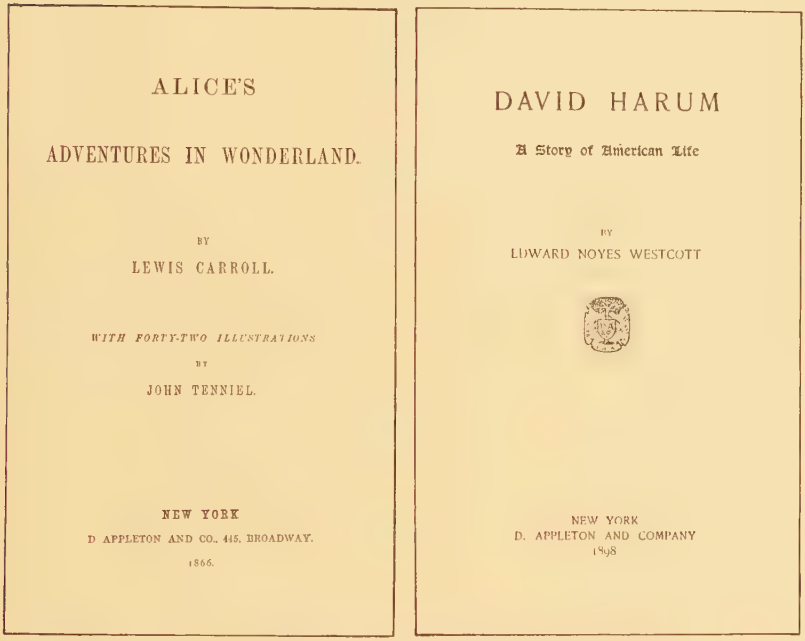
the most recent being the series known as "Appleton's Surgical Monographs," to be completed in fifteen volumes.

1886 In keeping with their great general Cyclopedias and annuals, Appleton's, in 1886, launched the publication of the "Cyclopedia of American Biography." The work appeared originally in six volumes and a seventh volume was added later. The editors-in-chief were General James Grant Wilson, President of the New York Genealogical and Biographical Society, and John Fiske, the historian. This work, which aimed to include both North and South Americans, will always remain a standard source book of American individual achievement. There have been no new editions of the Cyclopedia since 1900 and the work is now out of print, although there have been frequent stories circulated in recent years regarding new revisions.

There have been many other voluminous and valuable cyclopedias in the Appleton list, such as the "Cyclopedia of Applied Mechanics," "Cyclopedia of Mechanical Drawing," "Manual of Chemical Technology," "Cyclopedia of Practical Receipts," and "Cyclopedia of American Government"; and a long list of dictionaries, including Smith's "Dictionary of the Bible," "Dictionary of Terms and Quotations," "Mercantile Dictionary," "Classical Dictionary," "Art Dictionary," and many foreign language dictionaries.

1888 The first medical book to be illustrated with pictures of actual operations was "Aseptic and Antiseptic Surgery" by Arpad G. Gerster. Up to this time the laborious processes of making wood cuts and steel engravings had made the accurate illustrating of medical and surgical works most difficult and it was small wonder that most such books carried no pictures at all. Draw-

ings showing surgical processes were used in many works, but in Gerster Appleton's struck another new note and showed the actual pictures of the operating room and table. Needless to say, this revolutionary work scored a notable success.


ALICE'S

ADVENTURES IN WONDERLAND.

BY

LEWIS CARROLL.

WITH FORTY-TWO ILLUSTRATIONS

BY

JOHN TENNIEL.

NEW YORK

D APPLETON AND CO., 445, BROADWAY.

1866.

DAVID HARUM

A Story of American Life

BY

EDWARD NOYES WESTCOTT

NEW YORK

D. APPLETON AND COMPANY

1898

Title Pages of the First Editions of Two Famous Books

A great fiction library was inaugurated under the name of Appleton's Town and Country Library. The first volume was "The Steel Hammer" by Louis Ulbach and the second, "Eve" by S. Baring Gould. Very soon books by Lucas Malet, Hall Caine, Justin McCarthy, Maxwell Gray, W. Clark Russell, Edna Lyall, Grant Allen and other leading novelists of the day appeared. Subsequently many young writers who have since become leaders were introduced to the American public in the *1888*

Town and Country editions. In the 312 volumes which comprised the complete library were to be found the names of Joseph Conrad, W. J. Locke, Leonard Merrick, E. F. Benson, Edgerton Castle, George Gissing, Anthony Hope, Gilbert Parker, J. C. Snaith, Horace Annesley Vachell, Joseph A. Altsheler, and Stewart Edward White. Each book was published in two editions, in paper at fifty cents and in cloth at one dollar, and new titles appeared monthly for a long term of years. Many fiction readers placed annual subscriptions with their booksellers, receiving a new book monthly, very much as magazines are circulated to-day.

1890 Men of to-day will remember with pleasure the many splendid stories for boys which began to make their appearance in the Appleton lists in the early 'nineties. Most of these books are still as popular to-day with boy readers as they were with their fathers thirty or more years ago. In 1890 and the years immediately following appeared Molly Elliott Seawell's "Little Jarvis," now in its 35th edition; W. O. Stoddard's "Little Smoke," a tale of the Sioux; Mrs. Cotes' "Story of Sonny Sahib," Octave Thanet's "We All," Mrs. Seelye's "Story of Columbus," and a whole string of historical stories by Hezekiah Butterworth.

1892 A young teacher of medicine at the University of Pennsylvania was attracting a great deal of favorable attention. His fame in the medical profession was spreading rapidly and he seemed an ideal man to prepare a much needed textbook on "The Principles and Practice of Medicine." The Appleton editors called upon him on several occasions and outlined the plan; but there seemed to be so many other things of importance to Dr. William Osler that he found no time to write the "Practice of Medicine" which the Appletons wanted.

The medical editor despaired of ever getting the book; but the head of the firm persisted. "Go back and see him, again and again," he instructed the editor, with the result in 1892 Dr. Osler finally produced what has become the bible of the English-speaking medical profession and is regarded by many as the greatest medical book of all time. During his lifetime Dr. Osler completely rewrote his book nine times and since his death this work has been faithfully carried on by his former colleague, Dr. Macrae. Osler's "Practice of Medicine" was and is now one of the most widely used textbooks in the medical schools of America and Great Britain. Hundreds of thousands of copies have been sold and it has been translated into nearly every major tongue. It was in no small measure due to the remarkable qualities of the "Practice" that led eventually to Dr. Osler's being called to the chair of Regius Professor of Medicine at Oxford University, probably the highest position in the medical world.

Sir William Osler, Bart., M.D.

1893 "Many Inventions," Rudyard Kipling's volume of short stories, including fourteen of his best tales, appeared on the Appleton list and in 1896 Appleton's published Kipling's book of poems, "The Seven Seas."

1894 A notable year for the mothers of America. There appeared in the Appleton list a little catechism called "The Care and Feeding of Children," written by a physician of New York who was attracting nation-wide attention among doctors as a specialist in pediatrics, L. Emmett Holt. Literally hundreds of thousands of American babies have since been brought up on this

book and the babies of thirty years ago now grown to be mothers are raising their infants according to its formulas. Although thirty-one years have elapsed since its first publication Dr. Holt has kept his book always up to date. It has been completely revised and enlarged twelve times. Starting simply as a guide for mothers of small infants, its range has been increased to cover children up to five or six years. Every year the sales of Holt's "Care and Feeding of Children" exceed those of most of the so-called "best seller" novels of the season. It has been translated into many languages. It must be regarded as one of the greatest contributions to child welfare of modern times. Many other notable volumes on child training, both from the physical and mental standpoints, have been published by D. Appleton & Company. Angelo Patri's "Child Training" is one of these; others are Felix Adler's "The Moral Instruction of Children," Dr. Coolidge's "The Home Care of Sick Children," Dr. Emerson's "Nutrition and Growth in Children," Baldwin & Stecher's "The Psychology of the Preschool Child."

L. Emmett Holt, M.D.

1894 There is a widely prevalent belief, especially among those who have never missed a meal, that an author to do his best work must be starving. This of course is as untrue as it is unjust. The best work by writers of modern times is turned out by those who dine regularly and work steadily and systematically at their profession. The work of the penniless writer is usually inferior because of the dire necessity of getting into print—and so into money—as quickly as possible. One author,

however, who managed to turn out a masterpiece while suffering the pangs of hunger was Stephen Crane. When Crane wrote "The Red Badge of Courage" he was as poverty stricken as it is possible to be. It was an effort, he said afterwards, "born of pain, despair almost." He showed the first half of the manuscript to Hamlin Garland; he was too poor to pay for typing the balance. Mr. Garland helped him out and recommended him to D. Appleton & Company who were then publishing Mr. Garland's novels. The Appleton editors readily agreed with Mr. Garland that it was a remarkable story and promptly published it. When it appeared in 1894 it took the public by storm; moreover, it had so great a success in England that Crane decided to go to London to live. Other books appeared in the years immediately following—"Maggie" which Crane had previously published himself without success, "The Third Violet," and "The Little Regiment." Money rolled in upon the emaciated, hollow-cheeked young man; but he could never quite recover from the years of privation and in 1900 he was dead. "The Red Badge of Courage" is, of course, one of the fiction classics of the Appleton list. There are many readers who insist that it comes as near to being the great American novel as anything that has been written.

Stephen Crane

1895 The first of the important bird books by Dr. Frank M. Chapman, now recognized as the foremost ornithological authority in America, was the "Handbook of Birds

of Eastern North America," published in 1895. Two years later appeared "Bird Life" and subsequently both books were revised to include not only the most complete information but a large number of colored plates by Fuertes and Thompson Seton. Many other study and reference books by Dr. Chapman appeared, the latest being the handy little volume "What Bird Is That?" in which the birds are shown not only in their natural colors but in their relative sizes. Dr. Chapman recorded many of his remarkable adventures in a travel volume called "Camps and Cruises of an Ornithologist" and in "Bird Studies with a Camera."

1896 One of the most remarkable fiction seasons in the whole hundred years of Appleton publishing was 1896. A bewildering array of names is to be found in the records for this twelvemonth. Conan Doyle's "Exploits of Brigadier Gerard," Joseph Conrad's "The Outcast of the Islands," Felix Gras' "The Reds of the Midi," Stephen Crane's "Maggie" and "The Little Regiment," Harold Frederic's "March Hares," J. C. Snaith's "Mistress Dorothy Marvin," S. R. Crockett's "Cleg Kelly" and novels by George Ebers, Justin McCarthy, Robert Hichens, Christian Reid, Mrs. Everard Cotes and others followed one another in rapid succession. Probably the best seller of this season was Gilbert Parker's splendid novel, "The Seats of the Mighty," a great favorite still among American historical romances. Curiously enough, Hall Caine, whose novels stood at the top of Appleton fiction successes of this period, did not have a book in 1896 but the next year the Appletons published his "The Christian," one

Hall Caine

of the most widely read novels of its decade. In "The Eternal City" Hall Caine duplicated the success of the earlier book. Both these novels have been translated into many languages.

Fiction, however, did not wholly dominate the Appleton list. "A History of the Warfare of Science with Theology in Christendom," by President Andrew D. White of Cornell University, stirred the thinking world and aroused tremendous controversy. Fundamentalists and modernists now engaged in the same warfare would do well to read Dr. White's History which may still be found on the Appleton list. More recent discussions of the subject are Dr. Shailer Mathews' "Contributions of Science to Religion" and Dr. Joseph A. Leighton's "Religion and the Mind of Today." *1896*

Sometimes it is a great advantage to have a firm name beginning with the letter A; not so at others. Perhaps in submitting his manuscript, Edward N. Westcott began at the bottom of the list of publishers. At all events "David Harum" had been the rounds, and the author was on the verge of despair when it was offered to the Appletons. Its qualities were quickly recognized, but the manuscript was over-long and contained many tedious passages which needed remodeling or complete elimination. At that time the unfortunate author was in the last stages of a grave illness. He finally agreed to and made the changes suggested, but before the book could be published he died. He has left a lasting *1898*

The Horse Trade From "David Harum"

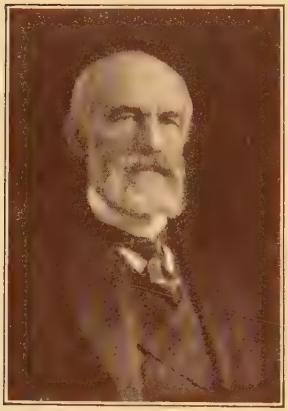
monument to his genius, however, and a property of untold value to his family. "David Harum" has become a household word. The sales of "David Harum" are well on toward 2,000,000 copies. In honor of the twenty-fifth birthday of the book, in 1923, Appleton's issued a sumptuous anniversary edition which gave new impetus to the novel and brought its amusing and characteristically American story to the new generation of book readers.

1899 The boy of to-day, reading with unalloyed delight "The Halfback," by Ralph Henry Barbour, probably will be amazed to learn that the book first appeared twenty-six years ago. It was Mr. Barbour's first book but it did not have to wait long for popular recognition in the boy world. "The Halfback" was and still is the real thing in school stories. When "For the Honor of the School" appeared next year Mr. Barbour was started on an upward career which has led to such preëminence that he is constantly referred to by the reviewers as the boys' writer King. There are forty-two books by Barbour on the Appleton list at present, all of them popular. Another writer of school stories whose books rival those of Barbour in popularity is William Heyliger. His first book, "Bartley, Freshman Pitcher," appeared in 1911. In his earlier books Mr. Heyliger confined himself chiefly to the athletic side of school life. Later he became tremendously interested in the serious problems of school life. He has travelled extensively over the United States studying school life. His story "High Benton" is a forceful appeal to boys to continue from grammar school through high school and college. It has been endorsed by teachers, adopted for reading circles and the author has actually received thousands of letters from boys whose school careers have been lengthened through its influence.

1902 Nearly twenty-five years ago a series of practical books for business men was started by D. Appleton & Company. There had been, of course, many books written about business affairs before that date, but these, for the most part, were historical or theoretical in treatment. The Appleton series aimed to aid business men through the systematic presentation of actual experience and facts. The first volumes included such titles as Pratt's "Work of Wall Street," Mead's "Trust Finance," Johnson's "American Railway Transportation," Fiske's "Modern Bank" and Calkins and Holden's "Modern Advertising." At first great difficulty was experienced in persuading business men that they could get any practical help from books. The general excellence of these books eventually made itself known and large sales resulted. All of the above volumes are still on the Appleton list in revised editions or have been superseded by new volumes on the same subjects by the same authors. To-day the business book section contains nearly a hundred and fifty volumes and covers almost every branch of business, finance and commerce.

1904 How often is a publisher seized with a fear that he may have made a mistake in contracting to publish a book? Perhaps the situation arises more often than many publishing houses would be willing to admit. The Appletons have no hesitation in saying that they were "disturbed," to say the least, upon the arrival of the gigantic manuscript which constituted the work on "Adolescence," written by the psychologist, G. Stanley Hall. Not that they had the slightest doubt of the merits of Dr. Hall's monumental undertaking. Their fears were predicated upon the thought that there might not be enough people interested in so costly a work on so special a subject to produce enough sales to get back the tremendous outlay involved. Many times

in the history of publishing has a great work literally had to fight its way to recognition. The book was put through the presses with considerable apprehension, and plans were studied to give it the widest possible publicity upon its appearance, so that all possible sales could be realized. When the work finally appeared the publishers' minds were soon set at ease. "Adolescence" became the book of the hour in the thoughtful circles; the original "hunch" that it was an epochal achievement—a fact which had been lost sight of when the cost sheets began to appear—was quickly confirmed. Since the day of its publication "Adolescence" has been the one great source book on the psychology of youth. Dr. Hall followed this work with a dozen or more important works, all of which bear the Appleton imprint. When, a half dozen years later, he produced his large manuscript on "Educational Problems," a far less important work than "Adolescence" but quite as costly to manufacture, Appleton's undertook it without wincing and with no subsequent regrets. The important works on Child Training, on Morale, on Senescence, and his Life of Jesus from the psychological standpoint did much to increase Dr. Hall's reputation as one of America's greatest psychologists. Just before he died last year, D. Appleton & Company published his "Life and Confessions," a human document of lasting value.



G. Stanley Hall

1906 Probably the most widely discussed publication of the year 1906, at least by the literati, was George Moore's book of "exquisitely delicate indelicacies (as *Life* phrased it), "Memoirs of My Dead Life." Not only was

the literary world set agog by the charm of the book itself but by the controversy which had arisen between Mr. Moore and his publishers over certain passages in two of the chapters. The publishers thought these few sentences should be omitted; Mr. Moore felt the other way about it. Finally he agreed to their omission provided he could explain his position in a foreword. Judged by standards of the present day, the censored phrases probably would not be considered dangerous. But the dispute was well worth while, if for no other reason than that it gave Moore the opportunity to write his famous "Apologia Pro Scriptis Meis" in which he airs his views on censorship, on vigilance societies, and on the Puritanical definition of morality. This Apologia, which the Appletons have continued to print as a foreword to the "Memoirs," is as delightful as the book itself. George Moore first came into the Appleton list in 1898 when his novel "Evelyn Innes" was published. "The Lake" appeared in 1905, the "Memoirs" in 1906, and in 1911 the first volume of his great trilogy, "Hail and Farewell." This brilliant, audacious performance, a sort of literary omnibus defying classification with ordinary "confessions," autobiographies or journals, securely entrenched Moore in his position as the greatest living Irish writer. The author has just completed a revision of this work which will be published as soon as it can be got ready.

George Moore

1906 "The Mystery of Choice" is the little known title of the first book by an internationally famous American novelist appearing on the Appleton list. The author was Robert W. Chambers and the year of publication was

1897. The Chambers name disappeared from the Appleton catalog for a few years following but came back again in 1906, when that delicious satire, "Iole," was published. In 1906 came "The Fighting Chance," the first of the long list of novels of high society life which made the name of Chambers as widely known as that of any other writer of the day. "The Fighting Chance" sold by the hundreds of thousands and many of the volumes that followed, "The Danger Mark," "The Firing Line," "The Common Law," and others, were nearly as successful.

In the same period that the novels of Mr. Chambers were sweeping the country another striking personality was proselyted to the House of Appleton. He was David Graham Phillips, the most serious, most vigorous, most earnest novelist of his day. Finding first his themes in the battles and tragedies of the business world, Phillips soon turned to the center of American life, the home, to the relations of husband and wife and to the great domestic and social problems. In quick succession came "Old Wives for New," "The Hungry Heart," "The Husband's Story," "The Price She Paid" and other successes. So true were his pictures, so characteristic of the average home, that thousands of people found themselves mirrored in his stories. His amazing understanding and delineation of common domestic problems finally cost him his life, for he was shot and killed by a demented reader with an imaginary grievance. Phillips was so far ahead of the times that his greatest novel, "Susan Lenox, Her Fall and Rise," upon which he labored in sober earnest for ten years, was not issued for six years after his death.

1907 The greatest of all actresses, Sarah Bernhardt, gave her memoirs to D. Appleton & Company and the volume called "Memories of My Life" made its appearance

in 1907. When the book was first announced a rumor was circulated that the memoirs might prove to be the work of a clever press agent. The Appletons were able quickly to spike this canard, however, for the head of the house, in calling upon Madame Bernhardt at her Paris home, had several times been taken into her study and had gone over with her in detail a great stack of note-books in which she had herself written out in long hand every word of her life story.

Sarah Bernhardt

Many notable autobiographies and volumes of reminiscence have appeared on the Appleton lists. Spencer and Huxley wrote their autobiographies; Darwin's Life and Letters was written by his son. The reminiscences of the Civil War leaders are described elsewhere. Admirals Evans and Schley wrote their stories after the Spanish-American War. Herndon and Weik's "Life of Lincoln" and Admiral Mahan's "Life of Farragut" are outstanding biographies. Whole series of biographies of great military and naval leaders, explorers and pioneers have been issued. From Waliszewski's "Romance of an Empress" (Catherine the Great) to Trowbridge's recent life of Alexandra, there have been many books on the world's rulers. From France came many volumes on Napoleon, including Madame Junot's intimate memoirs; Jules Breton's "Life of an Artist," and in recent years the widely discussed "Memoirs of the Empress Eugénie" by Comte Fleury. George Moore, Brand Whitlock and Hall Caine have written life stories. Two great opera singers, Calvé and Jeritza, have recently completed their reminiscences. The list is too long even to include all of the most notable.

1907 Probably the most popular writer for boys—and their daddies, too—of modern times was Joseph A. Altsheler. Altsheler is called the Twentieth Century Cooper. Perhaps the reason that his Indian stories appeal to the youth of to-day is that they are bristling with action and yet are historically correct in every detail. "The Young Trailers" was Mr. Altsheler's first book for boys and it appeared in 1907. He had already written several popular historical romances, "The Sun of Saratoga" and "A Soldier of Manhattan" among them, but as these were intended for older readers the love story was predominant. "The Young Trailers," a tale of the Kentucky settlements in Colonial days, was such a rousing success that Altsheler followed it with seven other tales in which the same characters appeared. Thereafter came many other series covering various periods of American history and at the time of his sudden death in 1919 he had completed thirty-three boys' books, dealing with every phase of America's historical development from the French and Indian War to the World War. Since his death Altsheler's popularity has if anything increased. A new printing, sometimes two or three printings, of every one of his stories is required each year.

1908 Who, among modern writers, has done more to keep the novel reading world in constant good humor than the cheerful Joseph C. Lincoln of Cape Cod? Mr. Lincoln's record is a truly amazing one and clearly attests the affectionate esteem in which a vast and ever increasing audience hold him and his stories. In 1908 Appleton's published "Cy Whittaker's Place"; since then nineteen new books by Lincoln have appeared in the Appleton list and five older titles have been taken over. Most fiction writers have their ups and downs, a great success followed by an indifferent one. It can truthfully be said of Lincoln, however, that from "Cy Whit-

taker's Place" to his most recent "Rugged Water" every novel bearing his name has found a wider audience than its predecessor. His books go on the best-seller lists on the day of publication and remain there for months. "A public benefactor," critics, writers, librarians, booksellers and fiction readers generally have termed Joseph C. Lincoln, "a novelist who never disappoints."

1912

One of the most important years in the entire Appleton century was this, for it marked the first appearance as an Appleton author of the foremost American woman novelist, Edith Wharton. "The Reef," of course, was the literary masterpiece of its season. It was followed in 1917 by "Summer," a short novel of New England. During the war years Mrs. Wharton was so actively engaged in relief work in Paris that she found little opportunity to write. Her little novel, "The Marne," however, made a profound impression in 1918, and her book, "French Ways and Their Meaning," interpreted for Americans the people whom the author regards as the most human of the human race. In 1920 came "The Age of Innocence," one of the really great novels of American life and the winner, as is hereafter noted, of the Pulitzer Prize as the best novel of its year. Not only was "The Age of Innocence" an artistic triumph but it achieved a popular sale seldom equalled by a book of such high literary quality. In 1922 came "The Glimpses of the Moon," and 1924 Mrs. Wharton again struck a new note when there were published on one day four separate short novels, under the title of "Old New York." Perhaps no one but Mrs. Wharton could have carried to success so daring an innovation as the publication of four novels at one time. So unusual were all

Edith Wharton

of these both as a group and as separate achievements, that the set has already passed through many editions and is expected to be in great demand for months to come.

1913 One important contributing factor to the growth of D. Appleton & Company as publishers of medical books, has been the ability of its editors to sense well in advance the trend of scientific thought. Medical books have to be contracted for years in advance of their publication, for they are generally voluminous tomes requiring enormous labor and research in the writing. It is necessary, therefore, to determine far ahead what will be the accepted methods of to-morrow and what workers of to-day will become the leaders, and to make arrangements accordingly. Furthermore, as the cost of publishing medical works frequently runs into hundreds of thousands of dollars it is of vital importance that no mistakes be made in the choice of subject matter.

Frederick Forchheimer, M.D.

In 1913 Appleton launched one of the most notable publications which has ever appeared in their medical list. This was a work entitled "Therapeusis of Internal Diseases" prepared by over ninety of the foremost authorities under the editorship of Dr. Frederick Forchheimer. The work appeared first in four and later in six cyclopedic volumes. It was issued at a time when the need was acute for an exhaustive treatise which would place therapeutics definitely upon a sound working basis and give complete and practical information on the remedies themselves and how to use them. It was, of course, an instantaneous success. To illustrate how rapidly medical knowledge

is advancing the Appletons have just issued an entirely new "Therapeusis of Internal Diseases," based upon the old work, prepared by one hundred and fifty-five eminent doctors under the editorship of Dr. George Blumer. Although only twelve years have elapsed since the earlier work appeared, modern conceptions of functional pathology have so changed therapeutics that not a chapter of the former work could be saved. Other costly sets of medical books which have helped to make medical history are Alexander B. Johnson's "Surgical Diagnosis," in three volumes; "Operative Therapeusis," edited by Dr. Johnson with the coöperation of many leading surgeons, in five volumes; "Monographic Medicine," by Dr. Llewellys Barker and others, in six volumes; "Endocrinology and Metabolism," also edited by Dr. Barker, in three volumes; and "Gynecological and Obstetrical Monographs" in fifteen volumes.

1915

As early as 1847 the House of Appleton published "First Steps in Singing" and "Rudimental Lessons in Music" by James F. Warner. After Charles A. Dana had completed with such success his "Household Book of Poetry" he turned his attention to a "Household Book of Songs" arranged for four voices which appeared in 1871. It was not until 1915, however, that a regularly organized Music Department was added to the Appleton business. Under the editorship of Albert E. Wier, who already had established an enviable reputation as an editor of music folios, the Whole World Series of Music Books was inaugurated. The first volume was "Songs the Whole World Sings." Several hundred thousand copies of this collection have been sold. It was immediately followed by "Piano Pieces the Whole World Plays," another huge seller. From two to four volumes have been added each year, covering the whole range of music for the voice, piano, violin, saxophone, pipe organ, etc. The most

recent publication is an important "Encyclopedia of the Violin," the only complete work of its kind. Although the youngest of the Appleton departments the music book business is one of the strongest. Some of the "Appleton Green Books," as the Whole World Series is known to the music trade, are to be found in nearly every home where music is enjoyed.

1915 Has the reading matter of boys and men improved in the last two decades? It would seem so. The dime novel has passed and in its place have come virile stories, teeming with action and incident, which satisfy the masculine craving for excitement but keep within the range of plausibility; stories with correct backgrounds and with rugged but wholesome people for their chief characters. It has been one of the Appleton ambitions to supply men and boys with such reading matter. The historical and Indian stories of Altsheler, Tomlinson, Trevor Hill, Marshall and Gregor; the school and college tales of Barbour, Heyliger, Walter Camp and Silvers; the adventure stories of Emerson Hough, Erskine, Miller and Verrill have played a considerable part in attracting America's youths away from the back-of-the-barn literature of bygone days. With such a policy and with such a list of favorites, it is small wonder, then, that the Boy Scouts of America decided to entrust the publication of their official story book, "The Boy Scouts Year Book," to the House of Appleton. The first issue appeared in 1915 and a new volume has been published each fall since that time. There is no need to comment on the widespread popularity of this annual. Other successful books sponsored by the national headquarters of the Boy Scouts and edited by their chief Scout Librarian, Franklin K. Mathiews, are "The Boy Scouts Book of Stories," "The Boy Scouts Book of Campfire Stories," and "The Boy Scouts Own Book."

1919

The European War will not have its best histories written, perhaps, until another and less biased generation has come on the scene. A few outstanding books already have appeared, however, and certainly one of the most important of these is "Belgium" by the Honorable Brand Whitlock. Fate played a curious prank on Brand Whitlock. He accepted the post of Minister to Belgium from President Wilson with the belief that it might afford him the leisure to write a novel which he contracted to give to the Appletons. Not five chapters of the novel had been written, however, when Whitlock suddenly found himself plunged into the very center of the worst maelstrom the world has known. He laid aside the novel to become the great diplomat, engaged in one of the most delicate tasks that ever confronted a human being. He was America's representative in the heart of the War. As time went on, the material for a book began to accumulate. A great deal of "Belgium" was written in the heat of the conflict, almost with the guns reverberating in the author's ears. His notes, written at night or in odd moments, Whitlock put in the Embassy mail pouches and they were sent to London where they were stored in a safe deposit vault. When the War ended Whitlock collected his material and began his book. In him were embodied the eye-witness who had seen more of the War than almost any other American, the historian who knew how to select his material and the novelist who knew how to write. The result was a book that will live and grow in magnitude as the years go by. Other important war books bearing the Appleton imprint include John Bach McMaster's "The United States in the World War," William Barclay Parsons' "The American Engineers in France," and Major Vivian Gilbert's recent "The Romance of the Last Crusade." Two of the best war novels are J. C. Snaith's "The Undefeated" which has

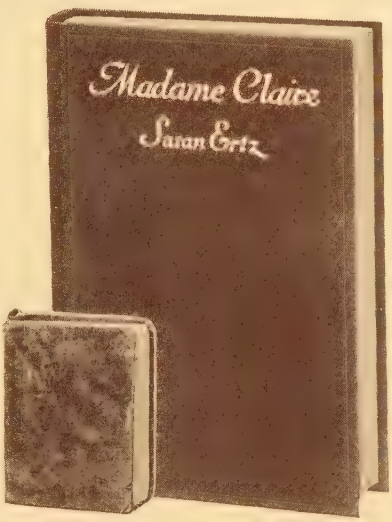
run through twenty printings and Wilfrid Ewart's "Way of Revelation."

1921 An announcement which set the whole book world talking was made by D. Appleton & Company in December of 1920. This was a statement that the most popular novelist in the world, Harold Bell Wright, had determined to become an Appleton author and that thereafter his books would bear the Appleton imprint. Mr. Wright is a national institution; his name is a household word in thousands of homes where ordinary best sellers never penetrate. An author who with but ten novels can reach the staggering total of over twelve million copies sold, an average of over 1,200,000 copies for each book, truly is in a class by himself. On the Appleton list the Wright books have become a department in themselves, requiring special manufacturing, selling, distribution, and promotion forces. "Helen of the Old House" appeared in 1921. The older Wright books including "The Winning of Barbara Worth" and "The Shepherd of the Hills" became Appleton publications in 1923. An adventure story of the Southwest, "The Mine with the Iron Door," appeared in 1923, and for the Appleton Centennial year he has written "A Son of His Father." Many writers have sought to imitate Wright but without success. He is above all honest, straightforward, sincere; he has a moral earnestness that his imitators lack. A preacher turned novelist with unparalleled success.

1921 "The Age of Innocence" by Edith Wharton and "Miss Lulu Bett" by Zona Gale were awarded the Pulitzer Prizes, the first as the best novel and the second as the best play of the year. D. Appleton & Company had the honor to publish both books.

1924 The rapidly developing interest in good poetry and the rise of the little theatre in America has lately influenced

the House of Appleton to give special attention to books in these fields. Their list of plays was greatly augmented, early in 1924, through the purchase of the publishing interests of Stewart Kidd & Company of Cincinnati who had specialized in plays and books on the drama. The Appleton list of short plays, published separately and in anthologies and groups, is now the most important in America. The authors include Booth Tarkington, Christopher Morley, Eugene O'Neill, Edna St. Vincent Millay, Wilbur Daniel Steele, Stuart Walker, George Kelly, Stark Young and others. Many valuable books of dramatic criticism and history and the technique of the theatre are also published. The Appleton Library of Verse is a new department of poetry of wide range. Don Marquis, Josephine Daskam Bacon, Nellie Burget Miller, Joseph C. Lincoln and Edith Wyatt are among those contributing volumes. Several interesting anthologies of poems, particularly of modern verse, have recently been issued.



This Picture Shows the Relative Size of the First Appleton Book and a Popular Novel of the Present Day

In preparing this chronology it has not seemed desira- *1925*
ble to comment at length on the publications of the last decade. Most of these books are too recently impressed in the minds of the public and the publishers

for proper estimates to be formed of their importance or value. Many novels have been published whose sales have run into very large figures; many notable works have appeared in history, biography, economics, sociology, education, science, literature, music, medicine, and all other fields, some of which will unquestionably reach exalted positions in the years to come. The authors include scores of names too widely known to

Library of Their Own Publications
in the Present Offices of
D. APPLETON & COMPANY

readers of to-day to necessitate comment. In their hundred years of publishing activity D. Appleton & Company have issued, altogether, perhaps 15,000 different titles. With such an enormous list it has been impossible in this chronology to mention even half the outstanding successes. Whole sections might be devoted to the important works of Lecky, Haeckel, Shaler, Ball, Beecher, Chauveau, Eggleston, Geikie, Gosse, Ibsen, Jor-

dan, LeConte, Lombroso, Maspero, Sully and Velasquez, to name but a few. It has always been the aim of the publishers to select with the utmost care the books upon which the Appleton imprint is to be placed and it seems not unreasonable to believe that in the century a quarter of a million book manuscripts have been declined. The Appleton lists at the present time contain about 3,000 active titles. Because of the tremendous advances in publishing costs since the war, particularly in the printing of small editions, it has been necessary to drop from the lists many splendid older volumes, for which there is still some demand but

A Recent Appleton Innovation Was a Book Wagon Which Visited Country Districts Where There Are No Bookstores

not enough to insure their being continued except at prohibitive prices.

The business of the house is to-day conducted through six large departments each of which is of sufficient size to rank with the most important publishers of its respective field. A Trade Department offers the general run of books such as may be obtained through the

regular bookstores—fiction, biography, history, travel, belles lettres, sociology, business and the like. A Medical Department provides the doctors of the country with the constantly advancing medical and surgical knowledge of the world. A College Department looks after the college textbooks and a general Educational Department the books for elementary schools and high schools and for the teaching profession. A Spanish Department upholds the traditions of a century and maintains an ever-increasing friendship with the booksellers and educational authorities of the Latin-American countries. A Music Department, though youngest in years, is no laggard in relative importance and is already recognized as supplying the most important series of music folios obtainable in English. D. Appleton & Company are also the official publishers for the University of Pennsylvania and the University Museum; the publishers of commercial texts for the Extension Division of the University of Wisconsin; the publishers for the National Municipal League; and for the National Association of Audubon Societies they publish bimonthly the magazine *Bird Lore*, under the editorship of Dr. Frank M. Chapman. The publications of the house range from a tiny boudoir manual to a gigantic eight-volume history; from a small speller to a high cyclopedia; from a book of conundrums to a fifteen-volume medical work. The year 1924, the last of the Appleton century, saw a new high mark reached in the total sales of the corporation. The adage, in the vernacular of the day, that the first hundred years are the hardest seems borne out by the facts. To the House of Appleton the dawn of a second century brings promise of greater achievement than ever before.